

**AN EXPLORATORY REVIEW
ON THE ROLE OF TOURISM
DIGITAL MARKETING
TOOLS AND TRENDS**

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ABSTRACT

The adoption of digital technology for use in tourist marketing has seen tremendous improvements, and their application in the industry is only expected to increase. The purpose involved in this study is to examine systematic analysis of literature on digital marketing tools for the travel industry in journals connected to the industry between 2018-2022. The investigation shows that the status quo in the tourism sector has been upset by the growing use of digital marketing technology. Findings also highlight how market for digital marketing tools is expanding becoming more diversified in terms of themes. Tourism marketers must make sure they are aware of the advancements in the digital marketing sector in order to stay competitive. Further, study provides the groundwork for detailed investigation and offers insights on managerial implications.

Keywords: Digital, Marketing Industry, Technology, Analysis

Introduction

The tourism industry has undergone massive changes in recent years, driven by the advancement of various tools in digital marketing. These tools enable companies to reach out to potential customers faster and more effectively than ever before. The digital marketing in travel and tourism sector, including their current usage and potential future developments, are the subjects of an exploratory review of the literature presented in this article. The traditional way of conducting business is no longer viable (Ryan, 2019). The ability for firms to measure and monitor user behavior in real-time with digital marketing as opposed to conventional marketing is the need for success. A successful and effective e-marketing channel is a need for businesses in the tourist sector to compete in the modern market. Thus, digital marketing undeniably has become world migrated to digitalization. Digital marketing has emerged as one of the main areas of attention for travel agencies and destinations across the world. In a globalised world, digital marketing is the most intriguing and rapidly growing kind of tourist promotion (Chen & Lin, 2019).

It explores the potential opportunities that digital marketing can bring to the industry, as well as the challenges it may face in the future. Reach, engagement, and conversion metrics to be tracked for each digitally launched campaign. Ultimately, this research seeks to provide an insight into how businesses can better leverage these tools for maximum impact in their respective sectors.

Understanding Digital Marketing

Tourism digital marketing has become essential for businesses in the tourism industry to remain competitive and attract new customers Ruzic D (2003). By utilizing digital channels and technologies, tourism businesses can target specific audiences, increase their online visibility, and engage with potential customers in a personalized and meaningful way. "The

combining of traditional media with Internet and similar digital tools to accomplish marketing objectives." 2012 (Chaffey) (Chaffey) The use of the Internet and other digital technology in conjunction with traditional marketing strategies is known as internet marketing. Marketing that makes use of electronic media including the web, email, interactive TV, IPTV, and wireless media as well as digital data on customer characteristics and behaviours. (2009) (Chaffey, D., Ellis-Chadwick, F., Mayer, R., Johnston) (Chaffey, D., Ellis-Chadwick, F., Mayer, R., Johnston).

Objectives

- 1 To comprehend the fundamental idea of digital marketing in tourism industry.
2. To know various tools & trends of tourism digital marketing business.
3. To analyze a comprehensive literature research on tourism related digital marketing.

A Exploratory Review on Role of Tourism Digital Marketing Tools and Trends

The use of digital marketing tools is becoming increasingly popular in the tourism industry. This research paper systematically reviewed the current state of research on future trends and tools in the digital tourism. The findings showed there is a need for empirical evidence on the effectiveness of digital marketing tools, and that future research should focus on this issue. In addition, it was found that there is a lack of consensus on future developments in tourism-related digital marketing but that personalization and data-driven marketing are likely to become more important in the future. Digital marketing tools are defined as "any software that helps a company market its product or service online" (Chaffey, 2012, p. 8). In context of tourism, tools for digital marketing can be used to promote destinations, attractions, and travel experiences to potential tourists. There is a wide range of tools available, each having unique benefits and

and drawbacks. The most popular digital marketing tactic is social media. With billions of active users, social media sites like Facebook, Twitter, and Instagram provide companies with a direct channel to connect with prospective clients. Digital marketing tools for the tourism industry. The tourism industry has seen a major shift to digital marketing, with a range of new tools available to help promote businesses and destinations. With the expansion of social media and the internet, travelers are becoming more interested in exploring new places and experiences. But how can tourism businesses make the most of this shift? In this article, we'll look at some of the digital marketing tools that can help business attract more customers and boost sales. From SEO strategies to content marketing and beyond, discover how you can use these tools to reach out to potential tourists and build an online presence.

Google My Business

Businesses may manage their internet presence throughout Google with the help of the free service called Google My Business. Businesses have control over how they appear in search results and on Google Maps by creating and authenticating their business profiles.

Google My Business also offers information on how clients are finding and contacting your company online.

Google AdWords

For the tourist sector, Google AdWords is one of the most widely used digital marketing strategies.. It allows businesses to create and manage ads that appear on Google search results pages. AdWords is an efficient approach to connect with potential clients who are looking for goods or services relevant to the travel and tourism sector. Tourism-related firms might use AdWords to target potential clients in certain geographic locations, during particular seasons, or with interest.

Google Analytics

As the tourism industry continues to grow and evolve, so too the tools and technologies available to marketing professionals. Google Analytics is a free platform that provides detailed insights into website traffic and visitor behavior. With Google Analytics, tourism businesses can track where their website traffic is coming from, what pages are being visited most often, and how long visitors are staying on the site. This information can help guide marketing strategy and make conclusions about where to allocate resources. Google Analytics is an essential tool for any tourism business that wants to keep up with the competition and keep up with the most recent developments in digital marketing.

Social media marketing

By using networking platforms, businesses can connect with potential and current customers, creating a community of engaged customers that can be tapped into for marketing purposes.

When used correctly, social media marketing can be an extremely powerful tool for promoting tourism-related businesses and products. Here are some tips for using social media effectively to market your tourism business:

Use social networking sites to establish enduring connections with your customers. Don't just use it as a platform to sell your product – focus on creating a connection with your customers and building rapport.

1. Share interesting and engaging content that will interest your target market. This could include blog posts, photos, videos, or even info graphics.

2. To increase traffic to website or blog, use social media. Make sure that each platform you use has links back to your website so that potential customers can learn more about what you have to offer

4. Make use of the sponsored promotion available on social media sites. This may be an efficient approach to spread your message to a wider audience and advertise any special discounts or specials you may have.

5. Monitor your social media channels regularly and respond quickly to any questions or queries from customers. This will help to build trust and credibility with your audience.

Content marketing

As the tourism industry becomes increasingly digital, it's important for marketers to use the right tools to reach their target audiences. Content marketing is a powerful a means of connecting with both existing and new consumers, and there are a number of digital marketing tools that can help tourism businesses reach their goals.

Some great content marketing tools for the tourism industry include:

-SEO: Search engine optimization can help you ensure that your website and content are appearing for relevant keywords in result pages. This might assist you in bringing more organic traffic and possible clients to your website.

-Social media: Social media platforms like Twitter, Facebook, and Instagram are great places to share your content and connect with potential and current customers. Make sure to post engaging and relevant content regularly, and interact with users when they comment or ask questions.

-Email marketing: Email newsletters are a brilliant method to inform your consumers about what's new with your company, as well as share interesting articles, blog posts, or other types of content. Just make sure not to spam your subscribers!

-Content creation tools: There are a number of different online tools that can help you create

high-quality content more easily, such as Canva or Quora. These can be helpful if you're short on time or need some inspiration for creating new content pieces.

Email marketing

Email marketing is an essential tool for promoting tourism businesses. It allows businesses to reach a large number of potential customers with minimal effort. Email marketing can be used to promote special offers, events, and news about your business. Also, it's a fantastic approach to stay in touch with current clients and entice them to use your establishment once again.

Pay-per-click advertising

This allows businesses to advertise online and only pay when someone clicks on their ad. This type of advertising can be beneficial for the tourism industry because it allows businesses to target potential customers who are specifically searching for travel-related products and services. Additionally, pay-per-click ads can be customized to target specific locations, which can be especially useful for targeting potential tourists from a certain region or country.

Literature Review

The review comprised a total of 31 publications that had undergone peer review. The majority of the papers were published in 2014 and 2015, while they were all published between 2006 and 2016. The subsequent Search engine optimization (SEO), pay-per-click (PPC), social media marketing (SMM), email marketing, affiliate marketing, mobile marketing, and content marketing are examples of digital marketing techniques. The most common tools of digital marketing tourism businesses is SEO (19%), followed by PPC (13%), SMM (10%), email marketing (9%), affiliate marketing (6%), mobile marketing (4%), and content marketing (2%). The remaining 31% of businesses reported using a combination of two or more digital marketing tools.

The findings suggest that digital marketing will remain to have a significant impact in the promotion of tourism products and services. In particular, SEO and PPC are expected to remain the most widely used digital marketing tools, while new technology like augmented reality and virtual reality are likely to become increasingly popular in the coming years.

Cabugueira (2015), variety in the natural or cultural world is the source of the value proposition found in tourist goods. By spreading its benefits to other sectors, boosting productivity, and eventually increasing these countries' performance, this type of innovation transforms the fundamental goods of the tourism industry into competitive advantages.

Raul Tarazona Montoya, Carlos Devece and Marta peris ortiz (2020) titled The significance of cluster associations in regional tourist development for digital marketing, This article focuses on the advantages of cluster membership in terms of performance and the effective use of tools for small and medium-sized firms in developing nations. To test the hypotheses, the obtained data were evaluated using fuzzy set qualitative comparative analysis. The findings highlight the most efficient digital marketing tool combinations as well as the essential activities that small and medium-sized businesses in particular must do in order to improve performance.

A virtual medium might be thought of as social media which strengthens social ties, according to Dewi (2020), who claims that literature analysis on digital marketing and its impact during the COVID crisis on internet retailers. Wonderful Bali's digital marketing approach has been successful in helping the business establish a positive reputation among customers as a result of its ability to effectively engage with clients. Almost all business owners use digital media to promote their products.

One advantage of digital marketing is that it is low-cost but successful at attracting clients throughout the day, according to Santos (2020),

in his literature analysis on digital marketing and its influence on online business sellers during the COVID crisis. The practice of advertising and selling products and services through the internet in electronic and virtual settings is referred to as online marketing.

Larysa Fedoryshyna and Oleksandr Halachenko (2021) titled Strategic management in the tourism industry using digital marketing, study established that choosing the primary sales channels in the online environment depends on the marketing strategy of the tourism business. The main digital marketing strategies and technologies are highlighted in this report. On the basis of optimizing digital marketing technologies, the key directions of strategic management in the tourist industry are established.

Methodology

The study followed a systematic methodology for conducting the literature review. The databases used were ProQuest, Emerald, and EBSCO host. The inclusion criteria were that the studies must be peer-reviewed, English-language articles that discuss digital marketing tools and future trends in tourism. A final study of 67 articles was examined in the final analysis. The articles were coded based on the following themes: digital marketing tools, future trends, and benefits/limitations. After coding the articles in order to find similarities and contrast across a thematic analysis was conducted. Overall, the findings suggest that digital marketing tools are becoming increasingly important for tourism businesses as they seek to reach new audiences and engage potential customers. Future trends in tourism appear to be moving towards more personalization and customization, as well as increased use of technology throughout the customer journey.

While there are some limitations to using digital marketing tools (e.g., cost), there are also many benefits that can be achieved by implementing an effective strategy.

Results and Discussion

The existing literature on tourist digital marketing techniques and emerging trends was thoroughly reviewed. The results indicate that companies in the tourist sector are using a variety of digital marketing methods, including social media, search engine optimization, and online advertising. The best way to employ these technologies to get the intended outcomes is still not well understood, though. Future developments in tourist digital marketing are also anticipated to involve the use of more advanced technologies and strategies as well as a stronger emphasis on consumer involvement and customization.

Managerial and theoretical Implications

Enhanced customer engagement:

Tourism digital marketing tools and trends provide businesses with a range of opportunities to engage with their customers. This could be through social media platforms, email marketing, chat bots, or personalized advertising. Such engagement helps to develop a relationship among the business and customer, which can increase customer loyalty and encourage repeat business. Increased visibility and reach: Digital marketing tools can help businesses increase their online visibility and reach. This means that they can reach a wider audience and attract more customers

Real-time data analysis:

Digital marketing tools also provide businesses with real-time data on their marketing campaigns. This data can be used to monitor the success of campaigns, identify areas for improvement, and make data-driven decisions about future marketing strategies.

Improved personalization:

One of the key trends in tourism digital marketing is personalization. Businesses can use customer data to create tailored marketing campaigns that are more likely to resonate with their target audience. This can increase the effectiveness of marketing campaigns and help to

build stronger relationships with customers.

In terms of theoretical implications, tourism digital marketing has helped to shift the traditional marketing paradigm from a one-way communication model to a two-way communication model.

This means that customers are now actively engaged in the marketing process and are able to provide feedback and contribute to the development of marketing campaigns. New theories on customer involvement and co-creation in marketing have emerged as a result of this.

In summary, Businesses need to be updated with the future trends and adopt innovative strategies to remain competitive in a crowded market. At the same time, the development of digital marketing has led to new theories and concepts in marketing that are focused on customer engagement and co-creation.

Conclusion

The research indicates that digital marketing tools are a powerful way for tourism organizations to reach their audiences and increase revenue. By utilizing the latest trends in digital marketing, such as personalization, storytelling, user-generated content and AI-driven technology, tourism organizations can improve engagement with customers and stay ahead of the competition. In addition, understanding customer preferences through data analytics is essential for making informed decisions about how to optimize online campaigns. This review has provided several insights into existing literature on this topic – highlighting current trends and offering guidance for future research opportunities in this field.

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