

## **Tourism Digital Marketing Tools and Views on Future Trends: Narrative Review**

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### **Abstract**

The era of digital information has significantly changed international travel. Information and communication technology (ICT) is pervasive and intimately entwined with the consumer culture of the present. Offer: Inform, Plan, Order, Network, Establish Contacts, Stream, Execute, and Evaluate Transactions is what the acronym ICT stands for. These are granted benefits in the form of consumer information that is used to assess the marketability of goods and services as well as to forecast and influence consumer choices. IT has consequently had a significant impact on society, altering identity development, social conventions, and organisational structures. With its role as a testing ground, a global market, and an engine for the deployment of ICT, tourism is at the forefront of these advancements. This study compares current academic assessments to optimistic predictions and concluded that there are correlations between these advances and tourism and sustainability aims.

The four stages of ICT adoption—Opportunity, Disruption, Immersion, and Seizure—seem to have shaped the development of tourism. These stages reflect new opportunities and threats as well as the demand for critical analyses of the effects of the ICT economy.

Keywords: ICT, tourism, sustainability, digital transaction, opportunity & threats.

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### **Introduction**

With more tourists owning necessary technology devices, digital marketing is the most interesting and quickly growing kind of marketing in the worldwide world of tourism (Chen & Lin, 2019). Access to online marketing platforms is expanding (Kotoua & Ilkan, 2017). Digitalization is transforming not only how businesses compete in the market but also how tourists perceive, use, and consume tourism services (Kannan & Li, 2017). (Mariani, Di Felice & Mura, 2016; Ukpabi & Karjaluoto, 2017), changed into a commercial ecology.). For marketers, the conventional business model is no longer viable, and the idea of "business as usual" is no

longer relevant (Ryan, 2019). Destinations require strong and efficient e-marketing channels in order to be successful and to compete in the market of today.

As a result, one of the most crucial areas of attention for travel companies and destinations worldwide is digital marketing. Several academics who understand the significance of digital marketing in boosting destinations' competitiveness have proposed a comprehensive destination marketing model that supports the usage of digital marketing tactics (Kannan & Li, 2017; Kuflik, Wecker, Lanir & Stock, 2015; Wu, Liu, Zhuang & Zhu, 2014). Prior studies have highlighted the significance of utilising digital marketing channels (Matikiti, Mpinganjira, Roberts-Lombard, 2017). This is due to changes in how travellers look for and buy travel-related goods and services (Li, Robinson & Oriade, 2017).

Table 1: Definitions of digital marketing

Definitions of digital marketing Author (s)	Meaning
(Kotoua & Ilkan, 2017)	The use of many tools and marketing channels provided by the internet (websites, social media, and electronic word of mouth) to facilitate interaction with and engagement with potential tourists and their information needs. Online destination markets are reached through marketing tourism-related goods and services online.
(Haneef, 2017)	"Digital marketing" is described as the process of delivering marketing messages utilising digital media and information and communications technologies.
(Lagiewski & Kesgin, 2017)	The promotion of visitor attractions using digital technologies as a significant tool, such as the internet, mobile devices, and global positioning systems.
(Li et al., 2017)	Use of technology in marketing
(Abou-Shouk, 2018)	The promotion of tourist destinations, services, and goods online through internet portals in order to enhance marketing initiatives, boost sales, and maximise profits.
(Labanauskaitė, Fiore and Stašys, 2020)	"An integrated process by which an organisation uses the Internet and other digital marketing technologies to communicate a marketing message to a target segment."
(Srinivaasan & Kabia, 2020)	Using mobile technology (smartphones) to promote locations in the travel and tourism

	sector, changing the way people traditionally find information, choose and explore destinations, and handle post-tour logistics.
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### **Equipment For Digital Advertising In The Travel Sector**

The norms of marketing have been completely altered by digital technology (Magano & Cunha, 2020), and Jiménez-Barreto, Rubio, Campo & Molinillo (2020) have examined how this has affected the way that tourist destinations are advertised online. Selecting digital marketing tools carefully improves and lowers the costs of an organization's marketing initiatives (Angeloni & Rossi, 2020; Cranmer et al., 2020). The issue for tourism marketers is to be aware of how tourists obtain information given that the business is characterised by a variety of online platforms (Almeida-Santana & Moreno-Gil, 2017) and to discover efficient marketing tools and tactics that contribute to the maximisation of revenues (Angeloni & Rossi, 2020). The digital marketing landscape used to be straightforward: platforms were maintained by companies with a sole focus on commercial interest, but today, new websites have emerged with diverse functions (Bronner & de Hoog, 2016), making it crucial to comprehend how to use digital marketing tools in the context of tourism. The idea that comprehending digital marketing and making the most of digital marketing technologies are essential for success in the tourism business is supported by Magano and Cunha (2020). The discussion of digital marketing technologies that have an effect on the tourism sector is based on this.

### **Social Media**

As a source of knowledge and interaction, social media is a common digital marketing medium that tourists employ (Barcelos, Dantas, & Sénécal, 2019; Villamediana, Küster, & Vila, 2019; Molina, Gómez, Lyon, Aranda, & Loibl, 2020). When people openly discuss their travel experiences on social media, it has a significant impact on how people make decisions (Mariani et al., 2016; Molina et al., 2020). Perakakis, Trihas, Venitourakis, Mastorakis, & Kopanakis (2016); Mangano & Cunha (2020). An dynamic social network, social media has a large audience of potential clients (Leung, Sun, Bai, 2019). People's desire for human interaction and social bonds led to the rise of social media (Mkono, 2016). Travelers' ability to rapidly share, follow, rate, and discuss various forms of content keeps friends and family updated on their current (travel) experiences (Jansson, 2018; Srinivaasan & Kabia, 2020 ; Vassiliadis & Belenioti, 2017). Furthermore, social media posts cater to the emotional demands of prospective clients (Molina et al., 2020). Social interactions (such real-time texting and video sharing) make it easier for people to connect online and communicate with each other (Molina et al., 2020). Tourists can review travel places online via social media as well. Internet reviews are becoming more and more well-liked as a significant informational resource and an influence in shaping customer choices (An, Ma, Du, Xiang, & Fan, 2020; Tran, 2020). Online shoppers now often and effectively convey their thoughts and sentiments by using emoticons (graphic representations of facial expressions) in travel location reviews. in 2020 (Huang, Chang, Bilgihan, & Okumus).

When booking a trip, more than 85% of people read reviews online (Huang et al., 2020). This indicates that the majority of clients consider other people's perspectives when making travel decisions (Tran, 2020). Social media is a crucial tool for communication and interaction from the standpoint of marketers (Mariani et al., 2016; Mariani, Mura & Di Felice, 2018).

### **Chatbots**

According to Buhalis and Sinarta (2019), technology is boosting tourists' desire for quick gratification, therefore they need to interact with businesses that are available around-the-clock. Authentic customer relationships and the honest, courteous resolution of customer problems are what traditional personal service personnel thrive on. But as companies went online, their function changed to better serve clients in the digital age. Chatbots are being used by destinations to bring technology to the front of the customer experience (Park, 2020). In 2020, Leung and Wen defined chatbots as "machine conversational systems designed to elicit human-like interactions," also known as "e-service agents" (Tussyadiah, 2020). One crucial capacity for tourist firms to improve customer happiness is integrating chatbots into the service experience (Park, 2020; Tussyadiah, 2020). In order to assist users in finding restaurants, booking hotels, and making purchases, chatbots are developed with carefully chosen skills (Leung & Wen, 2020). Chatbots offer trustworthy, real-time interaction and information (Tussyadiah, 2020). Since tourism involves the mobility of people, some individuals visit places where the native tongue is not always spoken, however Tussyadiah (2020) notes that the use of chatbots significantly lowers language barriers. Here I am. Chatbot integration into already-existing digital marketing platforms, such websites, offers businesses a lucrative development sector (Leung & Wen, 2020).

### **Websites**

An organization's website is regarded as its place of business, and Internet marketing is the cornerstone of an organization's promotional efforts (Digiorgio, 2016). When websites exercise a high level of institutional control over the content they provide, those websites are seen as trustworthy and dependable sources of digital information (Jiménez-Barreto et al., 2020). Website material must to be specific, complete, relevant, and updated frequently (Labanauskait et al., 2020). The website seeks to interact directly with customers by upholding communication channels, cutting out middlemen, and fostering brand loyalty (de Rosa, Bocci, & Dryjanska, 2019). In the beginning of their research, travellers use search engines to find out information about their destination (Labanauskait et al., 2020). The destination website is then visited by tourists (Angeloni & Rossi, 2020). Search engine optimisation, which involves adopting traffic-boosting search strategies such keywords, can improve website visibility and boost revenues (Digiorgio, 2016; Haneef, 2017; Labanauskait et al., 2020).

### **Travel Applications Via Mobile**

The use of paper maps and travel guides is gradually being phased out in favour of interactive smartphone applications (Zillinger, 2020). The use and download of mobile applications for travel and tourism-related purposes are on the rise, despite the fact that the potential of travel applications has not yet been completely realised (Labanauskait et al., 2020). 2020 (Srinivaasan

& Kabia). Travel applications provide passengers with practical and affordable solutions and can include a wide range of functions, including service integration. Due to the fact that travellers always have their smartphones on them and can easily use the capabilities of travel apps to plan their vacations, mobile travel applications allow travellers to plan their vacations on the fly. Current usage patterns indicate that mobile travel applications are a rapidly expanding market. (Labanauskaitė et al., 2020). Push alerts and in-app communications are common features of modern travel applications. While push notifications allow marketers to contact consumers while they are not physically using the app, an in-app message enables them to do so while the user is actively using the app. can draw customers.

### **Future Predictions And Trends In Digital Marketing As They Relate To Tourism Sector**

Today's Internet replaces the traditional middleman role provided by tourism operators and travel agencies by enabling travellers to buy a variety of tourism goods and services for themselves. As a result, visitors have the chance to actively engage in the digital world. Several nations have different levels of tourism product digitisation. For instance, many tourism destinations and businesses in third world countries may struggle to adapt while first world destinations and businesses can benefit from the latest wave of innovation in destination marketing (Li et al., 2017). Hence, in order to be relevant and competitive, a marketer must always work to develop and optimise his internet marketing activities. In order to do this, the next part examines current digital marketing trends that are affecting tourism and offers predictions for emerging trends.

### **Digital content marketing**

Technological advancements have made content creation and quick sharing possible (Chen & Law, 2016). The process of producing written or visual information about a concept or subject that appeals to a certain audience can be thought of as content production. tourist. Via digital marketing platforms like websites and social media, digital content is transmitted in a variety of formats, including blogs, videos, infographics, and audio. Positive online brand experiences in travel destinations are evoked through the usage of websites in content marketing. This is due to the fact that if a website's online content is correctly created, it will be properly categorised to allow users to efficiently follow the destination's attractions (Jiménez-Barreto et al., 2020). Travelers are starting to view content promoted on websites as more reliable than content on social media platforms as the quality of information on official tourism websites has increased over time. This is so because the majority of information on tourism websites comes from official sources (Jiménez-Barreto et al., 2020). Consumer-facing material must serve a purpose, and content marketing's goal is to continually produce pertinent and worthwhile content that can alter or enhance consumer behaviour. client acquisition and retention (Jiménez-Barreto et al., 2020). The practise of letting users produce and publish their own material is becoming more and more common. Customer participation in creating digital content for marketing may increase with the rise of user-generated content (UGC) platforms (An et al., 2020).

### **Social Media Marketing**

Universities, governments, nonprofit groups, and for-profit companies all use social media marketing on a daily basis. Academic research has also been done on this subject (Jansson, 2018;

Matikiti, Roberts-Lombard & Mpinganjira, 2016; Mkono, 2016). In consulting businesses today, positions with titles like blogger, social media content manager, digital communication manager, and social marketing manager are common, but new positions are about to follow. His website and social media following are expanding (Uşaklı, Koç, & Sönmez, 2017), and social media is a key component of digital marketing (Bilgihan, Barreda, Okumus & Nusair, 2016). Facebook Inc., whose websites (which include Facebook, WhatsApp, Facebook Messenger, and Instagram) dominate the social media scene, has substantially boosted public acceptance of social media websites (Matikiti et al., 2016). Both the supply and demand sides of tourist marketing are being impacted by the use of social media in the travel industry.

### **Messenger Marketing**

Messenger, Facebook and WhatsApp's communication tool, is now widely used as a result of their increasing popularity. Facebook and WhatsApp have transformed from simple communication platforms into potent instruments for commercial marketing. Tourists should enjoy messenger marketing because Facebook and WhatsApp are almost always in their clients' pockets. Facebook's prominence as the largest community and interactive social media platform (Trunfio & Della Lucia, 2019) gives businesses a significant media presence (Under et al., 2020; Trunfio & Della Lucia, 2019) and makes it an appealing marketing platform. Using Facebook, companies may communicate privately with their clients, and marketers can produce and distribute links to audio, text, and video content.

### **Travel Blogging**

Travel blogs are probably going to have a bigger impact on consumer travel choices in the coming years. Because they address all aspects of a traveler's decision-making process, including pre-trip research, information gathering, purchasing or consuming, post-consumption, and reviewing experiences. Travelers research destinations before making purchases (Daz-Meneses, 2019). B. Having access to information on where to go, what to see and do, weather predictions, exchange rates, and current costs.

### **Digital Storytelling**

Travel bloggers can attract more visitors by incorporating digital storytelling, which involves sharing personal narratives through audio and visual representations, into their blogs. Using audio samples, pictures, and videos, digital storytelling makes it feasible to visualise travel experiences and provide verifiable evidence of the trip (An et al., 2020). Digital storytelling improves the traveler's experience by stimulating curiosity and anticipation, which increases travel motivation. As digital tourism marketers develop into contemporary digital storytellers who can draw in future travellers, the use of influencers like travel bloggers in conjunction with digital storytelling is unlikely to gain popularity.

### **Mobile Marketing**

Smartphones have developed beyond their initial use as a communication tool to do increasingly complex tasks (Dickinson, Hibbert & Filimonau, 2016). Customers can select when, where, and what to watch using smartphones (Chen, Murphy & Knecht, 2016). Customers who previously were passive information receivers have become active information collectors thanks to

smartphones. Users of smartphones can access mobile banking, make purchases, receive trip plans, exchange experiences, and do all of these things whenever and wherever they want. Applications for travel are used by travellers to improve their trip experience. The creation of smartphone-compatible travel applications with features that improve user experience is a growing trend (Chen et al., 2016). Hence, travel applications can assist travel marketers in better positioning travel suppliers and destinations. Mobile marketing will continue to become more significant in the years to come as smartphone usage rises (Srinivaasan & Kabia, 2020). This is so because mobile marketing makes use of the two customer touchpoints that are the most effective: the internet and cellphones. The use of emails and email signatures for service marketing and promotion is a recent development in mobile marketing. The likelihood that the marketing content delivered will be effective is increasing as more consumers read emails on their mobile devices. Email is used to generate interest in goods and services. Emails or newsletters on the company's newest offerings, special deals, vacation packages, membership clubs, and room availability are sent to customers in the database of tourism marketers.

### **Conclusion**

The literature on digital marketing for tourism was evaluated in this article. A succinct introduction was followed by a description of the methodology review procedure in the first section. In order to shed some light on the tourism research profile pertinent to digital marketing, a thorough literature analysis was done. The review presented numerous arguments. An examination of the effects of digital marketing and the instruments used in it on tourism. The digital marketing trends affecting tourism were identified and discussed in this white paper, along with diverse opinions on potential future trends. Moreover, management implications were examined, and recommendations for additional study were offered.

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