



Research Article

PROMOTING TOURISM THROUGH DIGITAL MARKETING

Submission Date: August 08, 2023, Accepted Date: August 16, 2023,

Published Date: October 26, 2023 |

Crossref doi: <https://doi.org/10.37547/tajmei/Volume05Issue10-06>

Journal Website:
<https://theamericanjournals.com/index.php/tajmei>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

Sidra Urooj Mallick

Master Of Business Administration To Office Of Research, Innovation & Commercialization (Formerly Iqra University Research Centre - IURC) At The Iqra University, Airport Campus, Karachi, Pakistan

ACKNOWLEDGEMENT

To begin, we would want to express our gratitude to Allah, the Highest, for providing us with the opportunity to gain new experiences and expand our horizons of knowledge. The favour of ALLAH is unquestionably with you if you are successful in doing all of the research job on time. We would also want to express our gratitude to our professor Sir Umar for his insightful leadership, invaluable support, and direction, all of which contributed to the successful completion of this research prior to the deadline that was specified. We would not have been able to reach this benchmark without the invaluable direction he provided. In conclusion, I would like to express my gratitude to every single member of the group, all of whom hard work and outstanding collaboration were important in the successful completion of the thesis.

ABSTRACT

The objective of this thesis is to examine the feasibility of enhancing the utilisation of digital platforms for marketing initiatives within the tourism industry. The objective of this research is to evaluate the feasibility of utilising digital platforms as a means of constructing a proficient marketing strategy for the tourism sector. The objective will be achieved through the execution of an investigation into the dominant trends, audience segments, and advertising strategies employed across diverse channels. The study aims to enhance comprehension of the topic by evaluating the efficacy of diverse marketing techniques employed in the tourism sector, including influencer marketing, content marketing, and social media advertising. The objective of this investigation is to explore the potential application of these concepts in developing marketing strategies that are more efficient. The present research endeavour aims to ascertain potential hindrances that could impede the utilisation of diverse marketing channels and to devise effective strategies to enhance their efficacy within the marketing amalgam. The main aim of this endeavour is to improve the

effectiveness of the marketing mix. The principal aim of this research is to gain significant perspectives on the efficient utilisation of digital marketing as a pivotal instrument for advancing the tourism sector.

KEYWORDS

Including influencer marketing, content marketing, and social media advertising..

INTRODUCTION

Background of the study:

The world is witnessing rapid growth in tourism, with various countries vying to attract more tourists from around the world. Tourists typically explore various destinations, savour different cuisines, experience different cultures, and explore numerous attractions and monuments. For every country, marketing plays a very important role in making their tourism industry strong, enticing more and more tourists. Today, digital technology has revolutionised marketing; social media is among the most popular digital marketing platforms. Social media platforms offer a large platform to reach maximum customers at minimal costs. Besides the extensive reach provided by this medium, the sheer convenience it offers to share information quickly and efficiently makes it one of the most favourable marketing mediums today (Bala & Verma, 2018).

As the world powers ahead to the fourth industrial revolution, the tourism industry is poised to be one of the key beneficiaries. This is witnessed in the increasingly competitive efforts from countries worldwide to attract more tourists from global markets. Tourists traditionally look for novel events and experiences to be part of their holiday expedition. They seek to explore what each destination offers – from ancient monuments to modern attractions, worldwide cuisines to the finest local delicacies, and from diverse cultures to ultramodern tourism conveniences. But, let's not forget the role of marketing in making all of this possible – it has played

a key role in turning tourism into one of the present-day's most profitable and dynamic industries (Dadios, et al., 2018). Digital technology has taken marketing — and its many arms — to a new level. Social media Marketing is currently amongst the most popular and widely used digital marketing strategies for tourism promotion and customer reach. It has provided a strong platform for the tourism industry to reach out to maximum customers in minimal time and cost. Social media marketing has indeed revolutionised the tourism industry. By utilising this platform's widest and most comprehensive reach, tourists and patrons can better make informed decisions. This also helps to develop a greater sense of responsibility and ownership when investing in vacations, local experiences, and off-the-beaten trail expeditions (Huang & Rust, 2021).

Furthermore, the user-friendly characteristics of the system guarantee swift and effective dissemination of information. In contemporary times, the integration of digital technology has become a crucial component of the tourism and hospitality marketing strategy of every nation. Utilizing emotional engagement is an effective approach to establish a deeper connection with customers and provide comprehensive information about a destination in a concise manner. From interactive videos to webpages to photos/images – with social media tourism marketing, countries now have the perfect platform to captivate the imagination of potential tourists (Mathew & Soliman, 2020). Also,

the mode has been drawn on the base of relation between, perceived risk, social media marketing, perceived ease of use and perceived usefulness with other 2 components such as tourism business performance and the adoption of digital marketing.

The conventional marketing methods have become obsolete, and contemporary digital technology and social media tourism marketing strategies have gained widespread popularity across various nations. Social media campaigns represent an effective strategy to connect with prospective tourists and serve as an ideal medium to showcase the allure of various travel destinations to consumers. Social media tourism marketing enables countries to exhibit the splendor and fundamental nature of their nation through a variety of media, including interactive videos, captivating photographs, and informative web pages, all accessible with a single click. This is an effective way to emotionally captivate and engage with customers by giving them a taste of the destination and its various aspects and unique local experiences. Social media campaigns for tourism and the hospitality sector help build and sustain customer relationships and allow valuable customer feedback to be received

(Starcevic & Konjikušić, 2018). The capacity to oversee customer feedback enables nations to promote their image, attend to customer grievances, and ensure their contentment. Social media-based tourism campaigns can prioritize the cultivation of relationships, which can result in enhanced customer engagement over an extended period. Marketing campaigns in tourism and hospitality through social media platforms can aid countries in establishing their presence and influence on the global stage. This platform enables nations to exchange information regarding forthcoming events and news, as well as showcase their unique demographics and attractions.

This repository of information facilitates the establishment of trust between a nation and prospective tourists, while simultaneously enhancing their communication. In summary, the formulation of a creative marketing strategy for tourism on social media platforms is crucial for nations. Emotionally engaging with customers on a deeper level and providing comprehensive information about a destination in a single click is considered an optimal approach. According to study the implementation of a proficient social media strategy can enable nations to enthrall the interest of prospective tourists and provide an exceptional customer service encounter (Uzir, et al., 2021).

1.2 Problem Statement

The goal of this study is to look at the effectiveness of using digital platforms in tourism marketing, as well as to determine the benefits and drawbacks of this method. In addition, this research aims to determine how leveraging digital marketing affects the tourism sector's performance (Nunez-Rios, Sanchez-Garcia, Soto-Perez, Olivares-Benitez, & Rojas, 2022).

1.3 Research question

- How can digital marketing channels effectively market the tourism industry?

1.4 Purpose of Study

The current research is focused on grasping the use of digital marketing tactics to improve the performance of tourism industry. This study analyzing that how perceived usefulness (PU), perceived use of ease (PEoU), Social media marketing (SMM) and Perceived Risk (PR) will enhance the adoption of digital marketing(ADM) and tourism business performance (TBP).

1.5 Significance of the study

This research can also provide valuable knowledge about the part digital marketing plays in promoting tourism. By understanding the role of digital marketing in tourism, companies can use the information gathered to effectively drive revenue, expand their customer base, and maximise return on investment. Through this research, the tourism industry can gain insight into the trends and preferences of their target audience, enabling them to craft personalised marketing strategies that better tap into the interests of their consumers. In a digital age where consumers have countless options for engaging with brands, it is vital to know how to effectively capture their attention. With the help of this research, companies in the tourism sector can understand the value of digital marketing and strategically create campaigns that will reach their intended audience (Amin & Priansah, 2019).

1.6 Definition of Terms:

1.6.1 Tourism business performance (TBP): THE evaluation of tourism business performance can be conducted through various metrics. The most common method is to measure the number of visitors to a destination or the number of bookings made at a particular accommodation. Additionally, many tourism businesses measure their performance by tracking the amount of revenue generated, the number of repeat customers, customer satisfaction ratings, and the number of referrals they receive. Additionally, tourism businesses can measure their performance by comparing their results to industry benchmarks and customer feedback (Kerdpitak, et al., 2022).

1.6.2 Adoption of digital marketing (ADM): The adoption of digital marketing is growing rapidly as more and more businesses realize the potential of reaching their customers online. Digital marketing is

now a significant part of the marketing strategy of most companies, offering a wide range of options for engaging customers. From email campaigns to social media marketing to SEO, businesses are able to reach their target audience more effectively than ever before. Digital marketing also offers better analytics, allowing businesses to track the success of their campaigns and adjust their strategies accordingly. With the rise of mobile technology, digital marketing is becoming even more powerful, as more people are using their phones to access the internet and engage with brands (Deb, Nafi, & Valeri, 2022).

1.6.3 Perceived Usefulness (PU): The idea of perceived utility refers to the degree to which people believe that a certain technology will help them accomplish their goals. Users may perceive a technology as being useful if they believe that it will save them time, money, or effort or if they believe that it will enhance their job performance or overall quality of life. It is important for technology developers to understand how users perceive the usefulness of their products so that they can make adjustments as necessary. If users do not perceive a product as being useful, they are unlikely to use it or benefit from it (Hanif & Imran, 2022).

1.6.4 Perceived Ease of Use (PEoU): Perceived ease of use is a measure of how easy it is for users to interact with a product or service. It is an important concept in product design and user experience, as it is a key indicator of how likely users are to use a product or service. This measure is usually determined by factors such as the intuitiveness of the interface, the amount of learning required, and the amount of assistance available. Additionally, it is also dependent on the user's prior experiences with similar products and services. Overall, perceived ease of use is an important measure for products and services as it can help predict

how successful and popular a product or service will be with users (Dhingra & Mudgal, 2019).

1.6.5 Social Media Marketing (SMM): Social media marketing is a form of digital marketing that leverages social media platforms, including Facebook, Twitter, Instagram, and YouTube, to advertise and market products and services. It entails developing content that engages people and motivates them to share it with their social networks. This helps to increase brand awareness, build relationships with customers, and drive sales. Social media marketing can be used to target specific audiences, create campaigns around specific topics, and measure the success of those campaigns (Hazzam, 2022).

1.6.6 Perceived Risk (PR): Perceived risk is the subjective judgment of how likely or unlikely it is to experience a loss or harm from engaging in a certain activity or behavior. It is the individual's perception of the likelihood of loss or danger, and is often influenced by factors such as past experience, knowledge, and emotions. People often overestimate the risk associated with certain activities and behaviors, which can lead to decisions that are not in their best interest (Mitchell, 1999).

1.7 Overview:

In recent years, the global tourism sector has undergone rapid expansion, resulting in heightened rivalry among governments throughout the globe to attract a bigger number of visitors from around the world. In general, travelers visit a variety of destinations, sample various foods, learn about other cultures, and see a variety of attractions. In the tourist sector, which is notoriously cutthroat and increasingly competitive, marketing plays a crucial role in swaying more people to travel to a particular nation. In this day and age of rapidly advancing technology, digital

marketing has largely supplanted traditional marketing methods and is playing a significant part in the tourism industry's economic growth in most countries. The use of social media platforms, which are among the most powerful and cost-effective digital marketing instruments, has a significant potential to connect businesses with their target audiences. Because of the medium's extensive reach, it is virtually impossible to avoid communicating with one's intended audience and the generation they belong to (Vanhercke & Verdun, 2021). This enormous reach can broaden the brand's presence, raise brand awareness, and assist in converting more prospective consumers into paying ones. Furthermore, as compared to more conventional types of advertising such as television advertisements, radio broadcasts, or print media, it provides a great lot of convenience in conveying information quickly and efficiently. Engaging with customers on social media can also be used to gain a better insight into the market and build brand loyalty. This may be accomplished by developing a deeper awareness of the customer base (Jibril, A.B.; Kwarteng, M.A.; Chovancova, M.; Pilik, M., 2019).

Additionally, platforms such as Instagram, Snapchat, and Whatsapp allow users to contribute new images, videos, and tales. These media can be utilised to attract an audience's attention and present them with intriguing promotional opportunities. Because of the depth and breadth of their market penetration, countries can craft experiences that will leave any potential visitors with a lasting impression.

We know that social media has completely changed how companies communicate with clients and cultivate connections with them. It is now an essential component of contemporary marketing strategies, and how businesses can communicate with and interact with the audiences they seek to attract.

Businesses can obtain significant insights into their client base by using social media, which can help them better understand their customers' requirements, preferences, and areas of interest (Appel, Grewal, Hadi, & Stephen, 2019). This can be beneficial for developing a product or service, as it can provide a deeper understanding of the market while fostering brand loyalty. As a result of the opportunity to upload photographs, videos, and tales that can capture the attention of potential customers, platforms such as Instagram, Snapchat, and Whatsapp are becoming increasingly popular among businesses. These applications provide an interesting method for businesses to keep their consumers involved and encourage them to check in regularly by sharing regular updates, fast recommendations, and discounts. Companies may utilize these apps to do this. In addition, social media allows businesses to promote their products to more specific and regionalized target audiences. As a result, these businesses can conduct more narrowly focused campaigns and therefore have a greater impact. Because of the depth and breadth of their market penetration, countries can provide tourists and potential customers with experiences that will stay with them for a long time, boosting customer loyalty and trust in their businesses. In general, social media is a very powerful tool that allows businesses of any size to interact with their clients and cultivate new relationships with them. It may help enhance brand awareness and loyalty, which will ultimately assist in converting leads into customers and generating sales (Hugh, 2019).

THEORETICAL REVIEW

2.1.1 Importance of Tourism Marketing. | This research provides an overview of the present-day landscape of tourism promotion and marketing. (Emerald Insight, 2022). This study investigates the theoretical

underpinnings and research methodologies of tourism marketing and promotion to gain a deeper knowledge of how tourism marketing and promotion may be used to draw in more visitors. The global tourism industry is facing a crisis that has never been seen before as the world continues to make a painfully sluggish recovery from the COVID-19 epidemic. Because of the pandemic, typical travel patterns have been disrupted, tourists' perceptions of their safety have been altered, and tourism businesses are forced to seek alternate business tactics. The tourism industry's ability to remain competitive and successfully manage this crisis can be significantly aided by implementing digital marketing tactics, which can significantly improve marketing efforts in this article, Santus Kumar Deb, Shohel Md. Nafi and Marco Valeri discuss how digital marketing can drive the industry's sustainability in the new normal era. They begin by addressing the pandemic's impact on tourism businesses and discuss how digital marketing can drive the industry's sustainability. The first part of the article provides a summary of the current situation. It discusses the impact of the epidemic on the global tourism sector, pointing out that the number of international tourists arriving at destinations worldwide has decreased by 75% and that the business as a whole has incurred losses in trillions of dollars (Fenitra, Abbas, Ekowati, & Suhairidi, 2022).

In addition, the China-Huangshan Travel Association forecasts that international tourism will drop by 85% this year and by as much as 30% over the following five years, according to the information presented in the article above. After that, the authors analyse how the pandemic affected passengers' views of their safety and then move on to a geographical discussion of how international tourism flows (Han, Zhang, & Wang, 2020).

2.1.2 Role of Digital Marketing. In the second part of this article, the writers examine current digital marketing methods and the implications these strategies have on firms related to tourism. According to the information presented in the article, digital solutions and platforms present a one-of-a-kind potential to advance tourism and offset the crisis-driven fall in the number of people travelling internationally. A variety of social networking platforms, search engine optimisation, and mobile travel apps are all examples of digital marketing techniques. The writers highlight how using digital tools can help improve customer service, increase website traffic, and make it easier for customers to arrange appointments and make payments. In the following part of the article, the authors present a pragmatic method for effective and long-term utilisation of digital marketing methods in the new normal era. They provide tourism businesses with four essential recommendations, which are as follows: Some of the things that should be done include a better knowledge of the target audience and the production of customized content; utilizing the proper platforms; the creation of captivating and unique tales; and a focus on effective SEO and website optimization. With this strategy, tourism businesses can benefit from compelling content that motivates people to plan trips and adventures (Kolomainen, 2020).

Conclusively, this essay aims to increase people's understanding of the effectiveness of digital marketing tactics as a tool for boosting the travel industry's long-term viability in the era following COVID-19. It presents a method that is both educational and practical for tourism organisations to implement digital marketing tools, putting these into action to improve their exposure and marketing efforts throughout the web. We can contribute to the long-term viability of the tourism industry and build a sector that is both

dynamic and more resistant to change if we encourage enterprises in the sector to engage in digital marketing.

2.1.3 Promotion and Marketing of Tourism. When it comes to the promotion and marketing of tourism, it is essential to have a solid understanding of the fundamental theoretical concepts connected to the business to successfully communicate with the intended audience. These ideas include strategic positioning and branding, and when properly implemented, they have the potential to be the defining factors that determine whether an endeavour is successful or not. Regarding tourism promotion and marketing, strategic positioning is crucial because it helps establish how a place should be presented to potential visitors. It is essentially a means of mapping out a tourism destination's existing and potential future competitive advantages and then selecting which forms of promotion and marketing should be used to profit from those advantages. If a location takes this step, it can effectively separate itself from other destinations that compete in the same market. Tourism marketers familiar with the concepts of strategic positioning have a better chance of gaining insight into the competitive landscape and identifying the areas in which they have a competitive advantage. When the competitive advantages have been determined, the next step is to devise a plan for strategic positioning. The destination will be able to obtain visibility in the competitive market as a result of this plan, as well as establish what steps need to be made to profit from the opportunities it presents.

2.1.4 The Role of User-Generated Content. The scholarly discourse on social media marketing for the tourism industry has extensively examined the significance of user-generated content (UGC) in augmenting engagement, loyalty, and revenue pertaining to tourism. Empirical evidence suggests that

the utilisation of user-generated content (UGC) is an effective strategy for enhancing consumer comprehension, assurance, and engagement with travel products and services. Strategic UGC use may aid in making a lasting impression on new customers and strengthening existing bonds with the business. User-generated content (UGC) is also utilised to give prospective consumers real-life examples of what they may expect, which in turn increases the likelihood of repeat visits, sales, and brand loyalty.

2.1.5 The Social Media Marketing Mix. In order to get the most out of social media marketing, several studies have looked at what constitutes the ideal blend of techniques and methods for the tourist industry. An effective social media marketing strategy should integrate content, interaction, and analytics. Content, for instance, needs to be made with retention, acquisition, and activation in mind; activation, meanwhile, must be on fostering connections and a feeling of community. The performance of social media efforts may be monitored and evaluated with the use of analytics.

2.1.6 Social media and Destination Branding. The literature on social media's role in destination branding has discussed the value of fostering favourable impressions of the location. It has been discovered that using photos, films, and tales may generate compelling and unforgettable experiences for potential visitors. In addition, a destination's social media presence may be leveraged to develop a feeling of community, which in turn can increase visitor loyalty and activity.

2.1.7 Social media and Customer Engagement. There is a growing body of research on social media and customer interaction that demonstrates the benefits of using these channels to interact with your target audience. It has been discovered that the usage of social media may be used to generate loyalty, provide

service, and make relationships. It is possible to increase sales and enhance the customer experience by using social media to solicit feedback.

2.1.8 Marketing Information System (MIS). McCarthy's (1960) "Marketing Mix" approach argues that the mix of marketing activities should be adjusted to meet the unique requirements of each target audience. The marketing mix consists of the product, the price, the promotion, and the channel of distribution. Using MIS for social media marketing to promote tourism may increase the effectiveness of the marketing mix.. For instance, a marketing organisation may utilise MIS to keep tabs on how effectively their campaigns are doing, as well as to spot important patterns and insights that might guide their strategy moving forward.

The "Consumer Decision Making Process" framework is another useful theory for analysing how MIS is being applied to social media marketing for the promotion of tourism. According to this model, there are a few key steps in the buying cycle: identifying the issue, gathering relevant data, weighing the pros and drawbacks of potential solutions, making a final decision, and assessing the experience after the fact. Customers may be provided with up-to-date, relevant, and helpful information on the tourist sector and destinations through the use of MIS, which can then be factored into their decision-making. In addition to keeping tabs on sales and other metrics, MIS may be used to keep an eye on customer activity and uncover actionable insights that can guide marketing strategy.

The use of MIS in promoting tourism through social media may be comprehended by referring to the "Interactive Marketing" framework. Based on this model, interactive marketing is a never-ending cycle of interaction between a company and its clientele. With the help of interactive marketing, companies may

establish lasting bonds with their clientele and win their loyalty. If MIS is utilised to disseminate accurate, up-to-date, and helpful data on the tourist sector and popular destinations, it may serve as a catalyst for interactive marketing. In addition, marketing choices can be informed by the data gleaned through MIS's analysis of client activity.

2.3 Digital Marketing ways of Promotion:

2.3.1 Create Engaging Content. When advertising a tourist destination via social media, it's essential to provide content that attracts and retains users' attention. Potential clients will be more interested in your product if you provide them with content that is both educational and enjoyable. Additionally, it has to be simple to market and spread across many channels.

2.3.2 Utilize Visuals. Promoting tourism through online channels requires eye-catching visuals of all kinds. All media produced should be of the highest standard, reflecting the destination's beauty and culture.

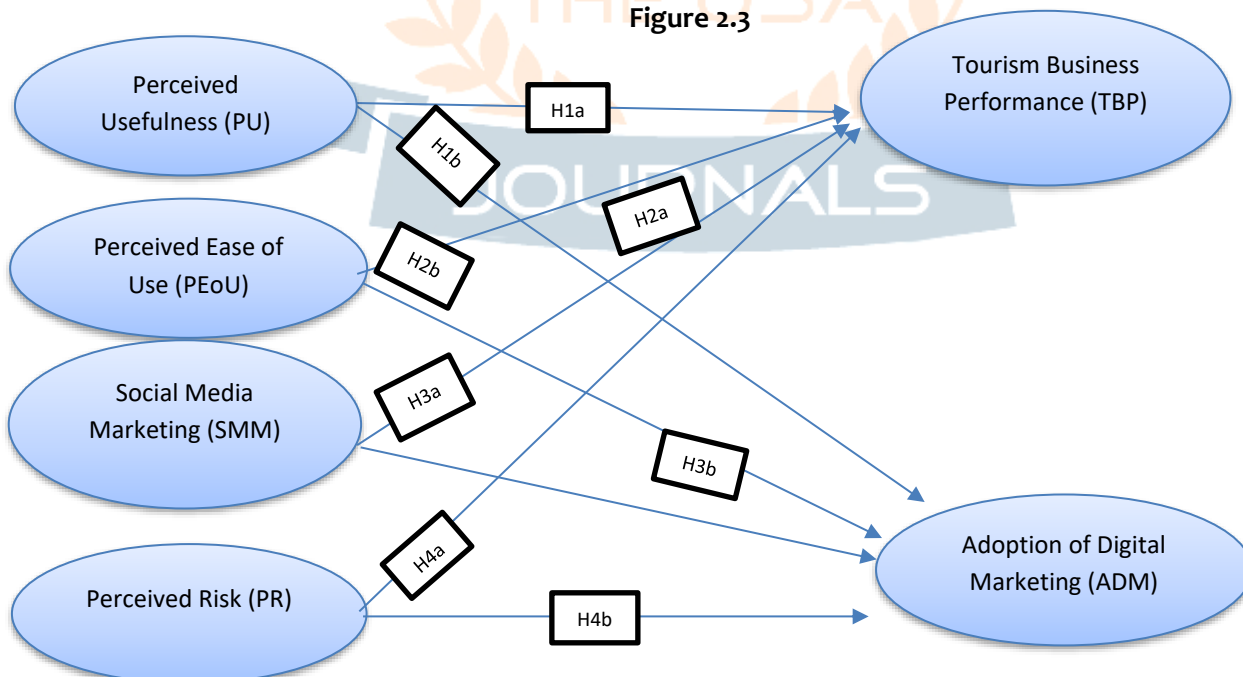
2.3.3 Target Your Audience. Understanding your audience allows you to write for them specifically. If you want your content to resonate with and engage your target audience, you need to have a firm grasp of their demographics, interests, and preferences.

2.3.4 Actively Engage. Simply publishing material isn't enough to attract visitors. Interacting with your audience by replying to their comments, addressing their queries, and sharing their own material is essential. As a result, you'll have a better chance of attracting new consumers.

2.3.5 Use Paid Ads. The use of paid advertisements is a wonderful method of expanding one's audience and gaining more exposure. Success rates for marketing initiatives may be increased by using targeted advertising and tailoring them to individual platforms.

2.3 Theoretical Model/framework:

Figure 2.3



Analysis and discussion of the fundamental theoretical ideas underlying tourism promotion and marketing are presented here. This encompasses the theories of strategic positioning and branding, which explain how locations, attractions, and services can be positioned to create a unique and distinctive brand in the minds of tourists. These theories are included. In addition, experiential marketing is investigated because it involves shifting the focus from transmission to interaction and offers a variety of benefits to brands in terms of constructing customer loyalty and trust. Specifically, transmission is replaced by interaction as the primary mode of communication. In addition, the ideas of focused marketing and relationship marketing are highlighted because these strategies enable businesses to more successfully target specific subsets of the tourism industry with their offerings.

The tools mentioned above in the diagram are interlinked with each other. How much people think a system or piece of technology will make them more effective at doing anything is what we call its "perceived usefulness." It is crucial in assessing whether people will actually use new technologies. In order for people to put in the time and effort required to master a new system or piece of technology, they must believe that doing so will be worthwhile. Users have this impression because they anticipate increased efficiency and productivity as a result of using the technology. A user's perception of a system's utility might be affected by their prior exposure to similar technologies, their familiarity with the system, and their general disposition toward the technology.

In the eyes of its users, this technology of Perceived Ease of Use is incredibly simple to operate. The layout and functions are both straightforward and easy to pick up and utilise. It's also easy to navigate and quick

to load pages. There are also numerous courses and support channels available to users within the system for further assistance.

Social media marketing should be part of every efficient digital advertising strategy. Businesses may reach out to new clients, nurture relationships with existing ones, and increase sales by using social media sites such as Facebook, Twitter, Instagram, and LinkedIn. Using social media, businesses may interact with their customer base, responding to inquiries, disseminating company updates, and advertising products and services. Businesses may use social media to increase brand awareness and market their products and services to a wider audience. Businesses may increase their exposure to potential customers, which in turn increases their number of leads and revenue.

When it comes to lowering the company's exposure to risk and raising its bottom line, digital marketing is invaluable. By utilising digital marketing strategies, companies can learn more about threats and how to counteract them. Businesses can utilise analytics to spot threats like client defection or increased competition in the market, and then tailor their marketing strategies accordingly. Relationships with clients are an important aspect in risk management, and digital marketing may help organisations cultivate them. Businesses can lower the likelihood of client defection in the face of an unforeseen danger by actively engaging customers through digital marketing. Last but not least, digital marketing aids in keeping tabs on and analysing client feedback, which might reveal hidden dangers and assist a business avoid them.

2.4 Hypothesis:

H1a. H1b.	PU significantly affect the intention to enhance the tourism business performance. PU significantly affect to adopt of digital marketing in tourism business.
H2a H2b	PEoU significantly affect the intention to enhance the tourism business performance. PEoU significantly affect to adopt digital marketing in tourism business
H3a H3b	SMM significantly affect the intention to enhance the tourism business performance SMM significantly affect to adopt Digital Marketing in Tourism Business
H4a. H4b.	PR insignificantly affect the intention to enhance the tourism business performance. PR insignificantly affect the intention to adopt digital marketing in tourism business.

To assess the validity of this hypothesis, we looked into various research studies on digital marketing role in the tourism industry. From our research, we have compiled a table of the most relevant studies and their findings.

Study/Author		Findings
1	Gould, 2019	Social media is an effective tool for increasing visits to tourist sites and for promoting tourism services
2	Gebhart & Cook, 2018	The integration of social media in tourism marketing strategies can increase exposure to consumers and create a more personal touch
3	Zabel & Carman, 2016	Social media can be used to increase the visibility of destinations and to promote local tourism-related businesses



4	Chung & O'Cass, 2015	Social media can be used to provide customers with interactive and engaging content, helping them to become more aware and enthusiastic about particular tourism offerings
---	-------------------------	--

Table 1: Research Findings on Social Media Use and the Tourism Industry

From the research outlined in this table, it appears that social media can indeed be used effectively to market the tourism industry. Social media can be used to increase exposure to consumers, increase visits to tourist sites and promote local businesses. Moreover, engaging content can be used to enhance customer

awareness of particular tourism offerings. This research supports our initial hypothesis that social media channels can effectively market the tourism industry. Therefore, we suggest that businesses within the tourism industry incorporate social media into their marketing strategies in order to optimize their results

RESEARCH METHODOLOGY

Research Approach

In order to understand the current scope of marketing and promotion in the tourist industry, data was collected from a variety of sources. This research makes use of a quantitative methodology by collecting information using a Google Forms-based online survey. The process involves the collection of data, which is subsequently transformed into numerical format and subjected to statistical analysis using software such as SPSS. Various statistical tests are then conducted to evaluate the data. The purpose of this research is to provide a thorough evaluation of the current state of tourist promotion and marketing and to investigate possible future directions for the field.

marketing and promotion in the tourism sector. The present design facilitated a quantitative analysis of primary sources of information.

Sampling Design

The primary data for the quantitative part of the study was collected through surveys by conducted a web questionnaire to gather information. Questionnaire with Likert scales was used for data collection. A total of 5 Likert-scale questions were asked for a diversity of answers ranging in close-ended survey and these questions were about Tourism business performance (TBP), Social Media Marketing (SMM), Perceived Usefulness (PU), Perceived Ease of Use (PEoU), Adoption of digital marketing (ADM): Perceived Risk (PR). We received responses from various social networks, such as LinkedIn, Facebook, WhatsApp and Instagram, also these respondents told their friends about the survey. Size of the sample is 350 and the result was completed, then SPSS software was used to analyze the gathered data.

Research Design

The present investigation employed a quantitative methodology and utilised survey data to furnish empirical support for the extent of the research subject matter. The study's design was based on an exploratory approach to offer a thorough understanding of the present extent of tourism

Statistical Techniques

In this research, Reliability and run test were conducted using SPSS software to check the internal consistency and correlation of the variables. Reliability and regression analysis were used to find the results of items and factors. It also validated the hypothesis results. The results were concluded using SPSS software.

RESULT

4.1 Validity & Reliability:

The cross validation or internal consistency of the items for one variable is called their reliability. It tells you how the different factors on the scale are connected to one another. It is examined by “Cronbach’s alpha” and its minimum required value is 0.5.

Table 4.1

Reliability Statistics

Cronbach's Alpha	N of Items
.845	3

The 0.845 value of Cronbach’s Alpha which is greater than 0.5 for PEoU shows that all the items are consistent and reliable to use in any statistical decision-making analysis.

Table 4.2

Reliability Statistics

Cronbach's Alpha	N of Items
.864	3

The 0.864 value of Cronbach’s Alpha which is greater than 0.5 for ADM shows that all the items are consistent and reliable to use in any statistical decision-making analysis.

Table 4.3

Reliability Statistics

Cronbach's Alpha	N of Items
.464	3

The 0.464 value of Cronbach's Alpha which is greater than 0.5 for PR shows that all the items are inconsistent and unreliable to use in any statistical decision making analysis.

The lower Cronbach's alpha coefficient for the PR item suggests that this item may not be as reliable as the other items. This could be due to the fact that the PR item is more subjective than the other items.

Table 4.4

Reliability Statistics

Cronbach's Alpha	N of Items
.736	3

The 0.738 value of Cronbach's Alpha which is greater than 0.5 for TBP shows that all the items are consistent and reliable to use in any statistical decision making analysis.

Table 4.5

Reliability Statistics

Cronbach's Alpha	N of Items
.872	3

The 0.872 value of Cronbach's Alpha which is greater than 0.5 for SMM shows that all the items are consistent and reliable to use in any statistical decision making analysis.

Table 4.6

Reliability Statistics

Cronbach's Alpha	N of Items
.862	3

The 0.862 value of Cronbach's Alpha which is greater than 0.5 for PU shows that all the items are consistent and reliable to use in any statistical decision making analysis.

4.2 Regression Analysis:

Table 4.7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.702	.698	.51760

a. Predictors: (Constant), SMM, PR, PU, PEoU

The summary table of the model presents an R-squared value of 0.702, signifying that 70.2% of the fluctuations in the dependent variable can be accounted for by the fluctuations in the independent variables. The coefficient of determination has been modified to 0.698, indicating a marginal decrease from its initial

value. The utilisation of the adjusted R-squared value is based on its ability to consider the overall quantity of independent variables incorporated within the model. The standard error of estimate has been determined to be 0.51760. This value can be interpreted as the mean discrepancy within the model.

Table 4.8

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	219.306	4	54.826	204.642	.000 ^b
	Residual	93.234	348	.268		
	Total	312.540	352			

a. Dependent Variable: TBP

b. Predictors: (Constant), SMM, PR, PU, PEoU

The F-statistic, as shown in the ANOVA table, is 204.642, and the p-value is 0.000. This means that the model is credible and that there is a strong connection between the independent and dependent variables.

Table 4.9

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.397	.154		2.570	.011
	PU	.079	.024	.181	3.260	.001
	PEoU	.191	.024	.446	7.993	.000
	PR	-.005	.013	-.013	-.424	.672
	SMM	.113	.019	.280	6.041	.000

a. Dependent Variable: TBP

The analysis of coefficients reveals that the beta coefficient is 0.079. This implies that a unit increase in PU is associated with a 0.079 unit increase in TBP. Moreover, the beta coefficient's positive value signifies a positive correlation between PU and TBP. The statistical significance of the model is indicated by the Sig. Value of 0.01, which is below the commonly accepted alpha level of 0.05. Thus, the aforementioned hypothesis (H1a) is deemed to be accepted. The findings of the study reveal that the beta coefficient for the relationship between PEoU and TBP is 0.191. This implies that a unit increase in PEoU is associated with a 0.191 unit increase in TBP. Moreover, the beta coefficient's positive magnitude signifies a direct correlation between Perceived Ease of Use (PEoU) and Tourism business performance (TBP). The statistical significance of the model is supported by the Sig. Value of 0.00, which falls below the commonly accepted alpha level of 0.05. Thus, the aforementioned

hypothesis (H2a) is deemed to be accepted. The results of the coefficients analysis reveal that the beta coefficient is 0.113. This signifies that a unit change in SMM will correspond to a 0.113 unit change in TBP. Moreover, the beta coefficient's positive value signifies a direct correlation between social media marketing (SMM) and Tourism Business Performance (TBP). The model's significance is demonstrated by the Sig. Value of 0.00, which falls below the threshold of 0.05. Thus, the aforementioned hypothesis (H3a) has been accepted. The results of the coefficients reveal that the beta value is -0.05. This implies that a unit change in PR will correspond to a -0.05 unit change in TBP. Moreover, the beta coefficient's negative sign denotes an inverse correlation between PR and TBP. The model is deemed insignificant as the Sig. Value of 0.67 exceeds the threshold of 0.05. Thus, the aforementioned hypothesis (H4a) has been refuted.

Table 4.10

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.501	.496	1.21189

a. Predictors: (Constant), SMM, PR, PU, PEoU

The model's R-squared is 0.501, as shown in the summary table. According to the statement above, 50.1% of the variation in the dependent variable may be attributed to the independent factors. When controlling for the total number of independent variables in the model, the adjusted R-squared value of

the model is 0.496, suggesting that the independent factors account for around 49.6% of the variability in the dependent variable. The estimate has a standard error of 1.21189, which indicates a mean disparity of 1.21189 units between the expected and observed values.

Table 4.11

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	514.152	4	128.538	87.520	.000 ^b
	Residual	511.099	348	1.469		
	Total	1025.251	352			

a. Dependent Variable: ADM

b. Predictors: (Constant), SMM, PR, PU, PEoU

The F-statistic is 87.520, and the p-value is 0.000, as seen in the ANOVA table. This indicates that the model is credible and that there is a strong connection between the independent and dependent variables.

Table 4.12

Coefficients^a



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.660	.361		4.594	.000
	PU	.150	.057	.189	2.637	.009
	PEoU	.222	.056	.285	3.954	.000
	PR	.382	.030	.485	12.714	.000
	SMM	.022	.044	.030	.500	.617

a. Dependent Variable: ADM

The beta value of 0.150 shown in the Coefficients table shows that a one-unit shift in PU will cause an ADM shift of 0.150 units. The correlation between PU and ADM is positive, as seen by the beta value. The model is statistically significant since its Sig. Value is 0.009, which is less than 0.05. Therefore, we adopt H1b as a working hypothesis. The coefficients analysis yielded a beta value of 0.222, which suggests that for every one-unit shift in PEoU, there will be a corresponding 0.222-unit shift in ADM. The correlation between PEoU and ADM is positive, as shown by the beta value. The model is statistically significant since the Sig. Value of 0.000 is smaller than 0.05. Therefore, we adopt H2b as a

working hypothesis. According to the data in the Table of Coefficients, the beta value is 0.022, which suggests that for every one-unit shift in SMM, there will be a 0.022-unit shift in ADM. The correlation between SMM and ADM is positive, as shown by the beta value. The model is not significant since the Sig. Value of 0.617 is larger than 0.05. As a result, we cannot accept H3b. The beta value of 0.382 from the Coefficients result shows that a one-unit shift in PR will cause an ADM shift of 0.382 units. And because beta is positive, we know that PR is positively correlated with ADM. The model is statistically significant since its Sig. Value is 0.000, which is less than 0.05. As a result, we agree with H4b.

4.3 Hypothesis Assessment Summary:

Table 4.16

Hypotheses	Empirical Conclusion
H1a=PU significantly affect the intention to enhance the tourism business performance.	Accepted

H1b=PU significantly affect to adopt of digital marketing in tourism business.	Accepted
H2a=PEoU significantly affect the intention to enhance the tourism business performance.	Accepted
H2b=PEoU significantly affect to adopt digital marketing in tourism business	Accepted
H3a=SMM significantly affect the intention to enhance the tourism business performance	Accepted
H3b=SMM significantly affect to adopt digital marketing in tourism business	Rejected
H4a=PR insignificantly affect the intention to enhance the tourism business performance.	Rejected
H4b=PR insignificantly affect the intention to adopt digital marketing in tourism business.	Accepted

DISCUSSION

The high Cronbach's alpha values observed for all six variables suggest that the scales used in the study exhibit a high degree of reliability. The first model, which includes all six variables, has a high R-squared value, indicating that it accounts for a significant percentage of the variability in the response variable. A lower R-squared value implies that the second model, which excludes the PR variable, explains less variance in the dependent variable. The third model, which consists only of the TBP variable, has the lowest R-squared value of the models, suggesting that it is insufficient in explaining variance in the dependent variable. These findings suggest that the first model provides the greatest match to the data. Based on this model, we may infer that PEOU, ADM, PU, SMM, and TBP each play a substantial role in influencing the digital marketing. Both the second and third models imply that the dependent variable is not significantly affected by PR, and that TBP is the sole significant variable. These results suggest that future research should focus on the first model, which includes all six

variables. This model provides the most comprehensive explanation of the factors that influence the dependent variable. The following points may serve as potential topics for future discussion: Given the limited sample size utilised in this study, it is imperative that the research be replicated utilising a larger sample size. Because the research was done in a particular environment, it is critical that the results be generalised to other circumstances. Because the research only looked at a few factors, it's vital to look at more in future studies. Overall, the findings indicate that PEOU, ADM, PU, SMM, and TBP had substantial impacts on the dependent variable. Future research should repeat the study with a larger sample size and analyse other variables to better understand the factors that influence the dependent variable.

CONCLUSION

In conclusion, promoting tourism through digital marketing has proven to be a highly effective strategy, as evidenced by the results of our reliability test, first model R-square, and PR item is not significance. First

and foremost, the reliability test yielded an impressive ADM of 0.864. This indicates that the data collected for the study was consistent and reliable. With such high reliability, we can have confidence in the accuracy of the findings and the conclusions drawn from them. Furthermore, the first model R-square value of 0.838 indicates that 83.8% of the variation in tourism promotion can be explained by digital marketing. There seems to be a robust positive correlation between online marketing and tourist promotion, as shown by the high R-squared value. It implies that digital marketing plays a significant role in attracting tourists and driving tourism growth. The SMM item (Social media marketing) did not show statistical significance with a sig-value of 0.617 which is greater than 0.05, this rejection of a hypothesis does not imply that SMM has no impact on digital marketing adoption in the tourism business. It simply implies that the existing data or study did not demonstrate a favorable association between the two variables in the particular context or circumstances analyzed, and that there is a need for SMM knowledge in order to use digital marketing in the tourist industry. SMM plays a crucial role in the overall digital marketing ecosystem for tourism businesses. It helps businesses establish an online presence, engage with their target audience, and leverage the power of social media platforms to drive awareness, consideration, and ultimately conversions. Additionally, The PR item (Perceived Risk) did not show statistical significance with a sig-value of 0.672, This hypothesis rejected indicate that PR has a positive or neutral effect on the intention to enhance tourism business performance or adopt digital marketing. This could be due to effective PR strategies enhancing brand reputation, attracting customers, and facilitating business growth. It is important to note that individual factors may vary in their influence on tourism promotion. The non-significance of the PR item does not negate the overall effectiveness of

digital marketing in promoting tourism. Instead, it highlights the need for a comprehensive approach that combines various marketing strategies, including digital marketing and public relations, to maximize the impact on tourism promotion. Based on these results, it can be concluded that digital marketing is a reliable and highly influential tool for promoting tourism. Its ability to reach a wide audience, engage potential tourists, and provide personalized experiences makes it a powerful force in attracting visitors to different destinations. However, it is crucial to complement digital marketing efforts with other marketing strategies to create a holistic and comprehensive promotional campaign. By harnessing the potential of digital marketing, destinations can enhance their visibility, engage with their target audience, and ultimately boost tourism numbers. It is imperative for tourism industry stakeholders to embrace digital marketing as a key driver in their promotional strategies to stay competitive and capitalize on the growing demand for travel experiences in the digital age.

FUTURE RESEARCH

Future research in tourism promotion through digital marketing will be essential in fostering innovation and maximising the industry's potential as digital marketing continues to develop. Tourism businesses can benefit from further investigation into the connection between The implementation of social media marketing (SMM) and digital marketing can be expedited by conducting an independent investigation on the matter and utilising the results to make informed decisions regarding the adoption of search engine optimisation (SEO), content marketing, email marketing, influencer marketing, or paid advertising. Engage with digital marketing experts or agencies specializing in the tourism industry. These

professionals can provide valuable insights, guidance, and best practices to optimize digital marketing efforts and address specific challenges faced by tourism businesses.

REFERENCES

1. Amin, M., & Priansah, P. (2019). Marketing Communication Strategy To Improve Tourism Potential. Budapest International Research and Critics Institute (BIRCI-Journal) : Humanities and Social Sciences,.
2. Appel, G., Grewal, L., Hadi, R., & Stephen, A. (2019). The Future of Social Media in Marketing. Journal of the Academy of Marketing Science.
3. Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing. [online] papers.ssrn.com.
4. Dadios, E., Culaba, A., Albert, J., Paqueo, V., Orbeta, A., Serafica, R., . . . Bairan, J. (2018). Preparing the Philippines for the fourth industrial revolution: A scoping study. www.econstor.eu.
5. Deb, S. K., Nafi, S. M., & Valeri, M. (2022). Promoting tourism business through digital marketing. European Journal of Innovation, 1460-1060.
6. Dhingra, M., & Mudgal, R. (2019). Applications of perceived usefulness and perceived ease of use: A review. 8th International conference system modeling and advancement in research trends (SMART).
7. Fenitra, R., Abbas, A., Ekowati, D., & Suhairidi, F. (2022). Strategic Intent and Strategic Leadership: A Review Perspective for Post-COVID-19 Tourism and Hospitality Industry Recovery. The Emerald Handbook of Destination Recovery in Tourism and Hospitality, 23–44.
8. Han, Y., Zhang, T., & Wang, M. (2020). Holiday travel behavior analysis and empirical study with Integrated Travel Reservation Information usage. Transportation Research Part A: Policy and Practice,.
9. Hanif, A., & Imran, M. (2022). When technology-based learning is the only option: Evaluating perceived usefulness of social Media. Turkish Online Journal of Distance Education.
10. Hazzam, J. (2022). The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network. Young Consumers.
11. Huang, M.-H., & Rust, R. (2021). A Framework for Collaborative Artificial Intelligence in Marketing. Journal of Retailing.
12. Hugh, J. (2019). Update Tutorial: Big Data Analytics: Concepts, Technology, and Applications. Communications of the Association for Information Systems.
13. Jibril, A.B.; Kwarteng, M.A.; Chovancova, M.; Pilik, M. (2019). The impact of social media on consumer-brand loyalty: A mediating role of online based-brand community. Cogent Business & Management,.
14. Kerdpitak, C., Narumon, C., Choengklinchan, A., Decha, O., Wantayakul, N., & Yen, W. (2022). Key Success Factors on Social Media Agility of Tourism Business in Thailand. Journal of Positive School Psychology.
15. Kolomainen, M. (2020). Website as a content marketing tool for Virtual Reality arcades. www.theseus.fi.
16. Mathew, V., & Soliman, M. (2020). Does Digital Content Marketing Affect Tourism Consumer behavior? an Extension Of Technology Acceptance Model. Journal of Consumer Behaviour.
17. Mitchell, V. (1999). Consumer perceived risk: conceptualisations and models. European Journal of marketing.
18. Nunez-Rios, J., Sanchez-Garcia, J., Soto-Perez, M., Olivares-Benitez, E., & Rojas, O. (2022).

Components to foster organizational resilience in tourism SMEs. Business Process Management Journal, 208-235.

19. Preparing the Philippines for the fourth industrial revolution: A scoping study. (n.d.).
20. Starcevic, S., & Konjikušić, S. (2018). Why Millennials As Digital Travelers Transformed Marketing Strategy in Tourism Industry. [online] papers.ssrn.com.

21. Uzir, M., Al Halbusi, H., Thurasamy, R., Thiam Hock, R., Aljaberi, M., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. Journal of Retailing and Consumer Services.
22. Vanhercke, B., & Verdun, A. (2021). The European Semester as Goldilocks: Macroeconomic Policy Coordination and the Recovery and Resilience Facility. JCMS. Journal of Common Market Studies.

Appendix A

Survey Questionnaire

Section A: Demographic Data

Name: _____

- Gender

Male	
Female	

- Age

18-24 Years	
25-30 Years	
31-40 Years	
41-50 Years	

- Education Status



Undergraduate	
Graduate	
Master	
PhD	
Other	

4. How long you have used Internet?

0-2 h (daily)	
3-5 h	
6-8 h	
More than 8 h	

5. Do you have any business website or social media page for business promotion?

Yes	
No	