15 Years of application of digital marketing and other technologies in tourism: A bibliometric analysis and systematic literature review

Abhijeet Panigrahy¹ | Anil Verma¹

¹VIT Business School, Vellore Institute of Technology, Vellore, Tamil Nadu-632014, India.

Abstract The objective of this bibliometric analysis is to examine the gradual evolution of research on digital marketing and other relevant technologies in the tourism sector from 2009 to 2023. A total of 102 papers were selected from the Scopus database, and the analysis was conducted using programs such as R Studio. The bibliometric and systematic literature review research dimensions, such as the overall number of citations, the articles with the highest citation counts, the authors with the most citations, the journals with the highest citation rates, and the networks of nations involved in research activities, were investigated. The study reveals the patterns of year-on-year expansion in publications and the incorporation of new keywords within the field of tourism research. It provides details on esteemed academic publications, influential authors, collaborative efforts, and nations involved in the field of tourism research, thereby providing insights into the current developments taking place in the area of various scholarly works. This study provides valuable insights for future researchers since it effectively reviews and analyses the current body of literature, identifies areas where information is lacking, and proposes novel approaches for further research. Nevertheless, the scope of this study is limited to data extraction exclusively from a specific database, impeding its applicability to a broader context.

Keywords: digital marketing, social media, travel and tourism, bibliometric analysis, systematic literature review

1. Introduction

"Digital marketing" is the phrase used to describe the process of employing various technical equipment and electronic platforms to promote items or services. Digital marketing involves the application of various electronic platforms and tools to carry out relational, interactive, goal-oriented, and quantitative marketing strategies. These include various communication channels, including social media platforms, electronic billboards, SMSs, email, search engines, websites, mobile applications, and television and radio channels (American Marketing Association, 2021). The international marketing industry has changed due to this (Ravi & Rajasekaran, 2023; Krishen et al., 2021). Improved usability, greater accessibility, lower operating costs, and the ability to overcome temporal and geographic constraints are benefits of using cutting-edge technology and strategic approaches in digital advertising and marketing (Said et al., 2023). The realm of marketing in the modern digital age goes beyond just integrating cutting-edge technology into traditional marketing tactics. Furthermore, according to De Pelsmacker et al. (2018), smart media can integrate and adapt to newly developed information and communication technology (ICT) systems and features.

Digital marketing encompasses a wide range of marketing operations that are carried out using a variety of digital platforms and media. These actions can be included under the umbrella term "marketing." "Digital marketing," as the phrase is called, refers to the use of a variety of communication and promotional channels made available to firms to enhance interaction with both existing consumers and possible new customers. This is done to boost sales and profits (Skagias et al., 2022). However, the words "digital marketing," "internet marketing," "e-marketing," and "online marketing" are sometimes used interchangeably. E-marketing is the use of information technology to ease the production, transmission, and delivery of value to clients, with a special emphasis on improving commercial benefits in customer relationship management (Marzouk, 2021). The proposed definition emphasizes the importance of the relationship between businesses and their customers. According to Vaičiūkynaitė and Gatautis (2018), digital marketing is a modern approach that stands apart from previous digital media marketing methods.

The introduction of digital marketing has substantially altered how people look for and acquire products and services, promoting the creation of a consumer-centric economy. Consumers in today's culture are more discerning, with higher expectations and a broader range of alternatives (Huawei et al., 2020). In modern marketing methods, the emphasis has evolved from focusing only on the brand to including the consumer experience. This transition has made the customer experience a critical component in the creation and implementation of marketing strategies (Dimitrios et al., 2023).
According to Bakshi et al. (2021), digital marketing has become a crucial focal point for businesses worldwide in the modern era, although this has not always been the case. It started out as a way to share information, but it has since expanded to include a way to generate additional revenue as well as—possibly more importantly—a way to establish and preserve long-lasting relationships with the various parties involved in the market (Batinic, 2018). The fundamental feature of the Internet that makes it easier for users to interact with one another has made it possible for different market players to communicate on a new level.

Digital marketing is a more cost-effective, efficient, and successful communication method than traditional marketing tactics. It also offers more customization options. This technology allows for unrestricted communication, overcoming time and space constraints and enabling participation at any time and anywhere in the world (Belias et al., 2017). From the perspective of the consumer, using such a platform leads to a significant decrease in the time and expense burden associated with service inquiry (Kusdibyo, 2021). Furthermore, it facilitates direct purchases and allows the consumer to engage in more thorough comparisons among the many services that are provided (Chamboko-Mpotaringa & Tichaawa, 2023). Social media platforms have been utilized to promote these attractions; nevertheless, their effectiveness and reach are still not constant or significant. To guarantee the sustained effectiveness of marketing, a substantial amount of work must be put into addressing and refining a wide range of its constituent elements (George, 2021).

Businesses in the tourist industry may find it simpler to customize their products to meet the unique needs of travelers by using content generated by consumers (Nzeku & Duffett, 2021). Apart from the narratives shared on social media platforms about various tourist destinations, the impact of prominent individuals on social media is also a crucial factor in promoting tourism (González Romo et al., 2017). However, there is not much consensus among scholars on the benefits that can be obtained from using digital marketing, especially in regard to social media (Juhari, 2023). The overuse of social media can expose the tourist industry to negative viewpoints and frequently provoke unpleasant behavior from guests, both of which are detrimental to the sector. These technological platforms cannot effectively handle such feedback or convert it into favorable evaluations (Indiana et al., 2021).

Within the tourist business, which is classified as a service sector, encouragement is an essential component of the marketing mix (Yuniarta et al., 2023). The fundamental goal of promotional efforts is to successfully produce and transmit compelling statements about the tourism products being sold. The link between tourist marketing and the dissemination of communications and publications is important since it helps to create and promote a favorable image of tourism destinations or attractions. A favorable public image of a tourist site may be achieved through the use of a variety of strategies and media channels (Kusumawati & Saifudin, 2020).

The word "digitization" refers to the use of technology to improve the efficiency or decrease the duration of a certain activity. The assimilation of digitalization into today's society necessitates the development of a new mindset, one in which people recognize and accept technology as an integral part of their daily lives (Adenudin Alwy, 2022). The act of digitizing information has the potential to increase the efficiency with which human resources are deployed. The use of digitalization is required to fully meet the demand for sustainable development. Participating in community service activities is essential for increasing the competency and proficiency of human resources in tourist management via the use of social media platforms and digitalization (Polat, 2022). Tourists who engage in a variety of training programs may improve the efficacy with which they use social media platforms to promote tourism and achieve the goals they have set for themselves. The ultimate purpose of this community service program is to limit the extent to which tourist attractions are advertised through illegitimate methods (Sheidy Yudhiasta, Joko Mijiaroto, 2023). Furthermore, by employing various software tools, travelers may have a better grasp of how to quickly develop interesting content for social media networks. As a result, they may create uploads that are capable of grabbing the attention of the general public, increasing the accessibility of their tourism-related social media material (Burhan, 2023).

As a result, this bibliometric analysis of 102 papers about digital marketing and tourism was carried out. In contrast to more conventional approaches to the literature reviews, bibliometric methods compile enormous quantities of scientific data, such as counts of citations and occurrences of keywords. Thus, a bibliometric analysis complements conventional literature evaluations because it provides a method of analysis that can be more objective and less biased in terms of illuminating the contemporary and evolutionary subtleties of a particular field of study.

The utilization of a bibliometric technique is highly appropriate for obtaining a deeper understanding of the topic of digital marketing and tourism due to several compelling factors. First, this methodology facilitates the identification of the intellectual framework within these fields by identifying the authors who have had a significant impact, the nations and institutions involved, and possible partnerships and patterns of networking. Furthermore, it is capable of finding dominating study themes by effectively detecting clusters within a certain subject. Furthermore, employing a bibliometric methodology to analyze 15 years of scholarly research about the intersection of digital marketing and tourism provides valuable perspectives on the development of the literature and illuminates both established and new topics within this domain. In addition to providing insights into the present state, themes, and advancements within a particular topic, bibliometric

https://www.malque.pub/ojs/index.php/mr
This bibliometric study of 102 papers on the intersection of digital marketing and tourism represents the initial comprehensive systematic quantitative investigation conducted on this topic. The following research questions are posed:

RQ1. Which authors, papers, journals, organizations, and nations have made significant contributions to the field of digital marketing and tourism?
RQ2. What are the primary terms of significance in the realm of digital marketing and tourism research, and how have they evolved?
RQ3. What are the potential fields of research in the field of digital marketing and tourism?

2. Materials and Methods

2.1. Systematic literature review and bibliometric analysis

This study was carried out through a detailed examination of the relevant previous research as well as through a bibliometric analysis. The fundamental goal of systematic literature reviews is to provide a full summary, critical assessment, and systematic classification of the most recent material while simultaneously ensuring that the review method is both replicable and transparent. In this study, a technique called bibliographic mapping is utilized so that a full examination of the development of the research topic may be performed.

The utilization of a systematic literature review methodology is considered the most suitable approach for this study. Its primary objective is to provide a comprehensive synthesis of existing information, thereby offering academics and practitioners a thorough comprehension of the subject matter. Additionally, this approach aims to identify significant knowledge gaps and potential avenues for future research (P & Kushwaha, 2023). Furthermore, the utilization of a systematic literature review (SLR) methodology proves to be a very efficient approach for synthesizing study findings. This is due to its rigorous adherence to preestablished guidelines and scientific protocols, which ensure replicability and clarity in the research process (Mishra et al., 2020). In our study, we employed the Scopus database as a means of accessing relevant scholarly material. Scopus is widely regarded as a preeminent interdisciplinary database for peer-reviewed literature in the field of social science research, making it a preferred choice for conducting advanced systematic reviews (Paul & Criado, 2020).

Bibliographic analysis (Moyle et al., 2020) provides valuable insights into the progression and completion of a certain domain of study. As a result, the subject of digitalization in the field of tourism research has been dissected into its constituent elements and comprehensively elucidated in this systematic survey of the scholarly literature.

Step 1: Selection of the database

Selecting the right database for bibliometric research can be a challenging task. Therefore, after careful consideration, we decided to use the Scopus database. Its exceptional coverage made it stand out from other options. However, we did not stop there. To ensure the utmost accuracy, we cross-referenced our findings with data from the Web of Science. This step was crucial for us to confirm the dependability of the results and their relevance to other bibliometric datasets. Additionally, this approach allowed us to address any potential errors or anomalies in the database, ensuring that our research was reliable and trustworthy.

Step 2: Creating the search formula

To develop the search algorithm, the literature on digital marketing and tourism was reviewed thoroughly. In addition to "digital marketing" and "tourism", there are several other frequently used keywords, such as "social media", "tourism marketing", "digital technology", "digital tourism", "traveling behavior", "tourism management", "tourism industry", "tourist destination", and "tourism promotion". Additional terms such as "Social media marketing", "Sustainable tourism", "Smart tourism", "Heritage tourism", "Digital marketing tools", "Facebook," "Instagram," "YouTube," "Educational tourism," and "Digital Technology" have also been added. Therefore, this study continued to expand upon the search query. Additionally, there are constraints placed on the articles in terms of language, document type, publication stage, source type, and topic area.

The "title, abstract and keywords" search fields were used, and the Boolean operator “AND/OR” was applied to the identified keywords. It led to the following final search formula: TITLE-ABS-KEY ("digital marketing") AND TITLE-ABS-KEY ("Tourism") ) AND (LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT-TO (SUBJAREA, "SOCI") ) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re") ) AND (LIMIT-TO (LANGUAGE, "English") ) AND (LIMIT-TO (SRCTYPE, "j") ) AND (LIMIT-TO (PUBSTAGE, "final")

Step 3: Data collection and retrieval

First, the aforementioned search strategy identified a total of 278 documents. Documents from subject areas other than "business, management, and accounting" and "social science" were not included in the search results. After that, all document types and languages except "Article review" and "Non-English" were removed from consideration. After that, there were still 202 documents on the list. In conclusion, 102 papers were selected from the source journals to compose the
whole collection of documents that were produced. After that, a commonly separated text (.csv) file was downloaded from Scopus, which included these articles.

**Step 4: Conducting the analysis**

Both the primary analysis and the enrichment analysis were carried out so that most of the material could be extracted from this investigation. Performance analysis and scientific mapping analyses were carried out as principal analyses, while visualization methodologies were applied for enrichment analyses. For the analysis, the Biblioshiny package included in R-studio was utilized in this study. Bibliometric academics can supplement and go beyond the limitations of the field because of the large collection of bibliometric approaches that are supplied by bibliographical tools. The yearly top five nations, the author impact, the source impact, and the most locally cited sources in the domain were all obtained with the assistance of Biblioshiny. After that, several other types of keyword analysis, including TreeMap, word cloud analysis, clustering by coupling, and thematic map analysis, were carried out to identify the 70 most common keywords. In the end, a three-field plot was developed to visualize the interactions between key terms, authors, and nations within the domain.

**Step 5: Identifying the present themes and future research directions**

Using Biblioshiny and R-studio, this study organizes emerging topics and maps the domain. Researchers can use these findings to stay up-to-date with advancements in the subject. Thematic and cluster analysis results are then utilized to identify unexplored directions for future research on each subject.

### 2.2. Research design and approach

![Figure 1](https://www.malque.pub/ojs/index.php/mr)
3. Results and Interpretation

"Figure 2 demonstrates the significant expansion of the Timespan journal in recent years. Since 2009, the annual growth rate of the total number of documents published in the journal has remained steady at 22.93%. This rise is largely driven by international coauthorship, as 19.61% of the published documents involved international coauthors. Further evidence of the journal's substantial contribution to the research field is shown by the high number of citations of its papers.

Figure 2 (Main Information).

Figure 3 illustrates the number of documents authored by each contributor in a bibliometric publication. The authors are presented in tabular format on the left side of the graph, along with corresponding numerical values denoting the number of documents produced by each author on the right. According to the available data, Hwang J, Sharma A, and Sharma S demonstrated the highest productivity, with 3, 2, and 2 papers, respectively.

Figure 3 (Most relevant authors).
Figure 4 shows that digital marketing constitutes 24% of all treemaps. In contrast, the terms 'tourist' and 'social media' account for only 8% and 5%, respectively, of the occurrences.

According to Table 1, our examination of the articles revealed 102 pieces, each containing at least three citations. The table below displays the ten most frequently referenced documents. AYDIN G.’s (2020) paper had the highest number of citations, 61, with an average of 15.25 citations per year. Additionally, KETTER E. (2021) and BADAWAY AM (2009) both received 53 citations in total, with 17.67 and 3.53 citations per year, respectively. SHARMA A. (2020), who ranked third in total citations with 52, received the third-highest number of citations overall.

<table>
<thead>
<tr>
<th>Paper</th>
<th>Total Citations</th>
<th>TC Per Year</th>
<th>Normalized TC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aydin G, 2020, J Hosp Mark Manage</td>
<td>61</td>
<td>15.25</td>
<td>3.88</td>
</tr>
<tr>
<td>Ketter E, 2021, J Travel Tour Mark</td>
<td>53</td>
<td>17.67</td>
<td>6.98</td>
</tr>
<tr>
<td>Badawy AM, 2009, J Eng Technol Manage Jet M</td>
<td>53</td>
<td>3.53</td>
<td>1.00</td>
</tr>
<tr>
<td>Sharma A, 2020, Tour Manage</td>
<td>52</td>
<td>13.00</td>
<td>3.30</td>
</tr>
<tr>
<td>Hwang J, 2018, Asia Pac J Tour Res</td>
<td>50</td>
<td>8.33</td>
<td>2.17</td>
</tr>
<tr>
<td>Alford P, 2020, Tour Manage</td>
<td>50</td>
<td>12.50</td>
<td>3.18</td>
</tr>
<tr>
<td>Williams NL, 2017, Ann Tour Res</td>
<td>49</td>
<td>7.00</td>
<td>1.88</td>
</tr>
<tr>
<td>Kuzior A, 2021, Sustainability</td>
<td>35</td>
<td>11.67</td>
<td>4.61</td>
</tr>
<tr>
<td>Chen F, 2020, Ann Tour Res</td>
<td>33</td>
<td>8.25</td>
<td>2.10</td>
</tr>
<tr>
<td>Sánchez-Teba EM, 2020, Sustainability</td>
<td>25</td>
<td>6.25</td>
<td>1.59</td>
</tr>
</tbody>
</table>

A thematic analysis of the domain was conducted, resulting in the identification of emergent themes, as shown in Figure 5. The analysis used 70 authors’ keywords and a minimum cluster frequency of 5 per thousand documents, leading to the identification of 9 clusters on the map. The size of a circle in a cluster is directly proportional to the number of terms it represents. The cluster labeled 'Digital marketing' had the most prominence, consisting of 77 distinct terms. In comparison, the cluster associated with 'Tourism' included 50 individual keywords. Similarly, the social media platform Instagram consists of a total of 13 distinct terms. The two dimensions of the map are centrality and density. Centrality pertains to the strength of connections between a given cluster and other clusters, while density refers to the degree of interconnectedness among the constituent words inside the cluster.
In Figure 6, we observe a graphic displaying the article with the most citations in the top left corner. The lines connecting the authors in the network diagram represent the number of articles they have collaborated on across different countries. Examining the data in the figure, it is evident that the U.S. is the leading country in terms of the number of articles produced in the field of digital marketing. However, the United Kingdom, Canada, Australia, and China are also significant players in this industry.

Figure 7 shows the yearly production of 102 papers from 2009 to 2023. These papers exhibit a growth rate of 22.93% per year. The articles were published in 68 different journals and had an average of 9.147 citations per document, for a total of 5569 references.
According to Figure 8, an analysis of scholarly articles published in academic journals was conducted. The "Sustainability" journal had the highest number of articles published, with a total of 14 impressive accomplishments. The second-highest ranking was assigned to the "African Journals of Hospitality, Tourism and Leisure", which published 6 articles. "Worldwide Hospitality and Tourism Themes" closely followed with 4 articles. The remaining journals published two articles each year for the past 15 years.

The data presented in Figure 9 display the number of citations in the top 10 nations. The United States of America has been cited the most frequently, with a total of 102 instances. The United Kingdom has concurrently obtained the second-highest number of citations, leading to a total of 92. Korea, ranked as the third most cited country, has accumulated a total of 84 citations. Moreover, India has garnered a total of 75 citations for their study. Similarly, the remaining nations under consideration are Israel, Turkey, Spain, and China, which have citation counts of 66, 61, 47, and 43, respectively. Finally, Ukraine and Portugal have the lowest number of citations, with 38 and 32 citations, respectively.
Figure 9 (Country Citation Analysis).

An analysis was conducted using the keywords of 60 authors and a minimum frequency of 5 clusters per thousand documents, resulting in the creation of 4 clusters on the map. Figure 10 displays this analysis, with larger circles indicating a greater number of terms in that particular cluster. The leading cluster is "digital marketing", with a confidence score of 81.4%, followed by "tourism", with a confidence score of 50%. The coupling dimension of clustering takes into account both centrality and effect.

Figure 10 (Clustered by Coupling).

In Figure 11, a word cloud is presented that shows the most frequently used keywords. The analysis highlights that "digital marketing" is the most commonly used term, with a frequency of 46. Tourism is the second most common type, with a count of 16, and "social media" appears with a frequency of 10.
4. Theories in Digital Marketing and Tourism

Some of the key theories utilized in tourism marketing using digital marketing are mentioned here, along with the expanded theories stated in Table 2, which are used in the same research field.

<table>
<thead>
<tr>
<th>Theories</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource-Based View Theory</td>
<td>Ogutu et al., (2023)</td>
</tr>
<tr>
<td>Knowledge-Based Theory</td>
<td>Mishra et al., (2023); Li et al., (2023); Horng et al., (2022)</td>
</tr>
<tr>
<td>Technology Acceptance Model</td>
<td>Zhao et al., (2022); Amin et al., (2021); El-Said &amp; Aziz, (2021); Lew et al., (2020); Wang et al., (2021); Ajzen, (2020)</td>
</tr>
<tr>
<td>Theory of planned behavior</td>
<td></td>
</tr>
<tr>
<td>Theory of reasoned action</td>
<td>Plaza-Mejia et al., (2023); Çelik &amp; Rasoolimanesh, (2021)</td>
</tr>
<tr>
<td>Theory of Social Impact</td>
<td>Ribeiro &amp; Woosnam, (2023); Olya, (2023)</td>
</tr>
<tr>
<td>Social cognitive theory</td>
<td>Harb et al., (2023); Preko et al., (2022)</td>
</tr>
<tr>
<td>Cognitive dissonance theory</td>
<td>Zhang &amp; Cao, (2023); Ullah et al., (2023)</td>
</tr>
</tbody>
</table>

4.1. Resource-Based View Theory

A company's ability to remain competitive over the long term. Resource-based theory (RBT) holds that a company's prosperity depends on the rarity and value of its many distinctive, important, and irreplaceable assets. A tourism business's resources include both its physical infrastructure and equipment, which are examples of tangible assets, and its intangible assets, such as people and organizational capital, which are examples of intangible assets. The success and profitability of some companies can be attributed to their ability to acquire and maintain scarce, specialized, and unique resources that provide them with an advantage in the marketplace. Resource-based theory explains how organizations may gain a competitive edge through the strategic deployment of resources by prioritizing efficiency, effectiveness, and profitability (Ogutu et al., 2023).

It is assumed in this research that information may be seen as a collection of resources, and it is further proposed that knowledge sharing can be used as a tactic to boost worker training and output. The purpose of this research is to evaluate resource-based theory by examining how organizations in the tourism sector might benefit from better knowledge management.

4.2. Knowledge-Based Theory

The knowledge-based valuation (KBV) approach evaluates a company's worth by considering the extent to which it has accumulated knowledge and effectively utilized that knowledge (Horng et al., 2022). This is because knowledge is regarded as a company's most valuable asset, as it enables them to differentiate themselves from their competitors. The concept of the knowledge-based view (KBV) is considered vital in the context of the resource-based view (RBV), as it recognizes the significance of knowledge as a critical strategic resource for enhancing the long-term performance of both enterprises and society (Mishra et al., 2023). This approach is commonly used to examine internal knowledge. The KBV is an extension of the RBV, which underpins the knowledge-based view. According to the KBV, the competitive advantage of a tourism firm depends on its ability to effectively produce, retain, and leverage information. Knowledge has transitioned from a scarce asset to a pivotal resource in company management. Theory suggests that the evolutionary nature of knowledge is
crucial in understanding the diversity of organizations resulting from economies of scale. Scholars perceive firms as functioning like reservoirs, where they generate and retain novel information. Although knowledge is fundamental for competitiveness, businesses still need a mechanism to transform diverse types of data (Li et al., 2023).

4.3. Technology acceptance model

The TAM, which provides a theoretical framework for the study of new technologies and systems such as internet technology and e-commerce, is one of the most significant theories for researching individual adoption and usage of technology. Davis (1989) developed the technology acceptance model based on previous research on the TRA. According to this paradigm, the major attitudes that might influence behavioral intentions and have a significant impact on users are perceived utility and simplicity of use. External influences influence both perceived usability and utility at the same time. Perceived usefulness is affected by perceived ease of usage (Zhao et al., 2022). TAMs have been used in tourism research as a result of the expanding tourist sector and the advancement of Internet technologies. To research the variables influencing information system users, (Amin et al., 2021) followed and investigated how marketing decision support systems were utilized by tourist managers in several European nations. Academics are starting to focus more on developing technologies such as virtual tourism and artificial intelligence as opposed to travel websites and mobile devices as new technologies are developed (Lew et al., 2020). For instance, the author examined how certain website components for popular tourist places influenced how useful users perceived the site. Later, studies on users’ confidence in websites piqued academics’ interest increasingly (El-Said & Aziz, 2021).

4.4. Theory of Planned Behavior

The TPB is a psychological theory that investigates how attitudes, intentions, and actions interact. It is founded on the theory of reasoned action (TRA). People’s behavioral intentions are controlled by volitional elements such as attitudes and subjective standards, according to the TRA. While "subjective norms" pertain to social influences that support or discourage an actor from engaging in a given activity, “attitude” refers to an actor’s assessment of a specific behavior. Since an individual’s intent or behavior cannot be completely determined by oneself, the TPB was expanded to include nonvolitional factors, namely, perceived behavioral control, in the TRA (Ajzen, 2020). The inclusion of nonvolitional factors significantly enhances the TPB model’s capacity to predict behavioral intention.

Perceived behavioral control refers to an individual’s self-evaluation of his or her ability to perform specific activities in light of factors such as skill and resources. Individuals in the TPB are urged to engage in a certain activity by positive attitudes and supporting subjective norms; nevertheless, the purpose of doing so is only created when the individual sees adequate control over his or her actions (Wang et al., 2021).

5. Discussion

The managerial implications of the assessment of pertinent literature have implications for tourist organizations and marketing professionals who are thinking about using digital marketing techniques in their campaigns. The previous statement refers to these groups and individuals. The first stage in managing marketing strategies is to understand how digital marketing tools work and how they impact operations (Stoklosa et al., 2019). This is because it aids in the development of policy intervention plans for the tourist industry by municipal, provincial, and federal policymakers. To boost their brand’s reputation and please clients, travel and tourism marketers should first aim to take on the task of becoming more mature in their online endeavours by developing successful marketing plans. Digital technologies provide enormous marketing options, and these prospects have become increasingly important for travel and tourism marketers. Tourism experts and organizations may need to consider how they may control communication content, frequency, and timing, as well as pertinent information, as this will help with the development and upkeep of digital platforms (Chamboko-Mpotaringa & Tichaawa, 2021).

Second, big data may be used by tourist marketers to create content. Most of the content produced by marketers and shared by travelers is done so specifically to either raise public awareness of a certain product or service, persuade potential customers to make a purchase, sign up for a service, or inquire further about that product or service. Big data use provides businesses with critical insights that improve their understanding of both present and potential customers. As a result, using large amounts of data would make it possible to provide content that is both relevant and meaningful, as such content can be drawn in and held on to customers (Chamboko-Mpotaringa & Tichaawa, 2021). Moreover, tourism marketers must prioritize ensuring that their promotional initiatives align with the inclinations of the target audience. This may be accomplished by creating, improving, and customizing digital platforms used for advertising in a way that matches the goals of the company and the unique requirements of the target tourist population.

Destination marketers mostly rely on the spread of information to attract more people to their targeted areas. Here, digital marketing platforms come into play, offering priceless features such as real-time messaging, video conferencing, and mobile networking that may dramatically improve and intensify the distribution process. Such state-of-the-art technology
may substantially improve communication between travelers, tourism industry stakeholders, and destination promoters. Jiménez-Barreto et al. (2020) claim that the tourist sector may benefit greatly from the strategic application of cutting-edge and potent digital marketing technologies, such as support for destination development, recognition, and revitalization.

Fourth, the goal of marketing travel-related goods and services is to inform the public about the offerings of travel agencies so that they may choose wisely when making travel-related purchases. Customers now have greater influence over their trip experiences because of this. In the tourist business, increasing customer participation may be achieved via the use of digital marketing tools. The social media profile page of tourism businesses may become cluttered and difficult to navigate if all of the products and services offered by the companies are listed there (Chamboko-Mpotaringa & Tichaawa, 2021). Marketers also have the option of adding a connection to their website directly on their page. Furthermore, businesses' websites ought to link to their social media accounts since this would facilitate users' transitions between different platforms.

6. Final considerations

The issue of academic research developments in the tourist business was the focus of a recent study, which also closely examined the term "digital marketing." This study's main goal was to determine which authors and publications' most frequent venues were involved, as well as how much they contributed to the dissemination of novel ideas and concepts among scientists. The researchers' study revealed a relationship between the authors' nationalities and the research's conclusions. These results differed based on the author's country of origin, and thorough analysis assisted in classifying previous research into different application areas. It is well known that digital marketing is having an increasing influence on society, which highlights the need for tourism experts to create a systematic study plan in this area, as highlighted by Arenas-Escaso et al. 2022.

We believe that most, if not all, types of travel experience provide an ideal environment for the analysis and use of digital marketing tactics. Modern travel experiences are shaped mostly by the ubiquitous presence of technological devices in daily life. However, it is still possible that tourism will cause disturbances, such as changes in destinations and customs. These disturbances may offer a fitting backdrop for customers to reflect on their experiences with various forms of technology (Stankov & Gretzel, 2021). Additionally, the analysis of the eudemonic and hedonic dimensions of tourism experiences, as well as their robust relationship with general well-being, offers additional convincing elements in understanding tourism experiences as fundamental to the wider goals of social media platforms. Most importantly, those working in the tourist industry need to view digital platforms as a smart economic strategy in addition to a new way of thinking and a new duty.

This paper's main goal was to conduct a thorough literature review on the application of digital marketing techniques in the tourism industry. The chapter begins with a brief introduction, which is followed by a thorough explanation of the methodology review procedure. After a thorough analysis of the relevant academic literature, several significant discoveries about the state of tourism research on digital marketing were discovered. Based on a thorough analysis of relevant academic literature, 102 published works have been produced in the field of digital marketing and tourism. Additionally, the biblioshiny tool of the literature survey domain may provide information on the authors, articles, and journals that have contributed to the study subject. The assessment included a review of various terms related to digital marketing as well as an investigation into how these technologies affect the travel and tourism sector. This article reviews and analyses digital marketing trends that impact the travel and tourism sector and offers a variety of perspectives on future developments. The study also examined the managerial implications and made recommendations for additional research.

7. Future research direction

There are a few issues that restrict the options for this inquiry. Most of its conclusions are based on the scientific literature that was found using the Scopus database, which is regarded as the main source of data because of its significance and applicability. Furthermore, in accordance with the structure of a traditional literature review, this study offers an overview of the scientific literature that can be found in the Scopus database. However, no data from databases such as WoS or CNKI were used in the bibliometric study carried out with the R program. As a result, slightly varied findings could be obtained from utilizing different datasets.

According to an academic analysis, digital marketing is revealed to be a complex topic entwined with other related domains covering a wide variety of academic fields. The significant amount of information gathered from many sectors serves as the analytical foundation for scientific research. Under such conditions, it is essential to carry out additional studies on particular domains, such as business-to-business, sustainable tourism, food tourism, responsible tourism, and other associated topics, emphasizing bibliometric analysis and literature review analysis. Further research should be conducted to examine the relationship between digital marketing and ideas such as business ethics, CSR, and sustainable leadership in the travel and tourist industry. Finding an uncharted study territory is the goal of this endeavor (Dima et al., 2022).

8. Limitations

https://www.malque.pub/ojs/index.php/mr
Like all types of related research, the current study has various limitations and caveats that must be considered. Scopus was the sole resource used to collect data, posing the risk that some important research may have been missed (although our validation analysis using WoS is available for review). Additionally, the study’s time frame was limited to 15 years, and the use of the language “English” was used as a limiting factor for selecting the final list of articles for research. Additionally, “Business, Management, and Accounting” was chosen as the subject matter for screening and selecting the articles because other disciplines in the research database repository lack articles on digital marketing and tourism, hospitality tourism, social media, etc. Finally, researchers can use other keyword phrases, such as “responsible tourism” and “food tourism,” to select the articles.

Ethical considerations

Not applicable.

Conflict of Interest

There is no conflict of interest among Authors.

Funding

The authors declare that they have no funding for this study.

References


https://www.malque.pub/ojs/index.php/mr


