

Digital Marketing in Tourism Industry

التسويق الرقمي في صناعة السياحة

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الملخص

ركزت هذه الورقة البحثية على التطورات التي تميز بها مجال التسويق في السنوات الأخيرة التي شهدت اتساع نطاق أساليب وآليات التسويق الرقمي، فلم تعد الأساليب التقليدية فعالة في ظل الثورة الرقمية الكبيرة التي يعيشها العالم اليوم.

وقد انتشرت أساليب التسويق الرقمي خاصة في قطاع السياحة الذي يعرف بدوره تحولات في الصناعة المرتبطة بالأسفار والحجوزات والعطل والإجازات، والتي أصبحت تتم من خلال محركات البحث وتطبيقات الأنترنت والمحاكاة والواقع الافتراضي.

تم استخدام المنهج الوصفي لاستعراض الأدبيات النظرية للتسويق الرقمي والسياحة الرقمية، وتوصلت هذه الورقة البحثية إلى تعدد أدوات التسويق الرقمي المستخدمة في الترويج للسياحة ما بين مواقع الويب، وسائل التواصل الاجتماعي، روبوتات الدردشة، الواقع المعزز (AR) والواقع الافتراضي (VR).

الكلمات المفتاحية: التسويق الرقمي، السياحة الرقمية، وسائل التواصل الاجتماعي، مواقع الويب.

Abstract

This paper focused on developments that have characterized the marketing field in recent years, where digital marketing methods and mechanisms have expanded, and traditional methods are no longer effective in today's great digital revolution.

Digital marketing methods have spread mainly in the tourism sector, which in turn defines shifts in the industry associated with travel, bookings, holidays and vacations, which are made through search engines, Internet applications, simulations and virtual reality.

The descriptive curriculum reviewed the theoretical literature on digital marketing and tourism. This paper found the multiplicity of digital marketing tools used to promote tourism between Websites, Social media, Chatbots, Augmented Reality (AR) and Virtual Reality (VR).

Key Words: Digital marketing, digital tourism, social media, websites.

Introduction

Digital marketing is a broad field that provides many opportunities, especially for skilled people who know how to benefit from it. It is a link between brands, their audiences and consumers by enabling them to better understand their brands through emotional interaction where emotions are linked in an honest relationship and add loyalty to the brand's value (Team, 2020).

Recent years have seen the expansion of innovations in the digital economy at an accelerated pace, with modern technologies and methods such as open-source systems, platform technology, cloud computing, high-speed and efficient search engines, smartphones and other devices based on wireless and wireless network infrastructure, all of which have contributed to a significant change in the image of many industries (Bassano et al., 2019).

Tourism is a vital economic sector and provides excellent investment opportunities internationally, registering an accelerated growth annually. For example, 2017 saw a surprising increase in international tourists arriving at a record high of more than 1.3 billion. It accounts for 10.4% of GDP, and the tourism industry has provided 313 million jobs globally (*Digital Platforms and the Future of Tourism*, 2018). Within this contest, Tourism is an attractive, exciting, fast-growing and opportune sector for promoting a globalized world through digital marketing.

the World Tourism Organization 1989 consider tourism to include all free movement of individuals away from their areas of living and employment, as well as service industries established to meet the needs resulting from such movements (OECD, 1990). However, the concept of tourism has changed with today's digital transformations.

In the globalizing world, sustained and rapid technological development requires a new approach to tourism. While the intermediate sector (travel agencies, tour operators) has played a pivotal role in the tourism industry, in the current days, the consumer (tourist) assumes regulatory functions and collects its travel package. In addition to seeing sights and attractions, emphasis is placed on acquiring experience. The tourism system and operations have also changed with the emergence of new technologies (Happ & Zsuzsa, 2018).

1- Theoretical background for Digital Marketing

Digital tourism is the use of digital technologies to enhance the tourism experience. It also combines the real world with digital content to improve the tourism experience. The tourism industry has shifted in recent decades in many struggling countries, and mobile phones are driving the digital travel revolution(Adeola & Evans, 2019).

Mobile phones and the internet enable tourism destinations to increase the online presence and offline connectivity necessary to compete in today's global tourism market. They provide the necessary tools and applications to take on tourism management more efficiently; they offer cheap access to existing. Moreover, potential customers enable multiple distribution channels.

1-1- Digital Marketing Definition

Digital marketing uses digital technologies based on the internet to deal with products or services. Contact with the customers may be through mobile phones, computers, tablets or any other electronic device. Digital marketing covers all kinds of marketing actions with customers using search engines, social media, e-mailing, websites, mobile applications or any other digital medium (Başer, 2019). In context, Digital marketing retains the use of the

internet and connected digital technologies to accomplish marketing goals (Chaffey et al., 2009).

In addition to the above, digital marketing is a type of communication and interaction that organizations make with their customers using digital technology (Internet, email) and digital technologies (Kotler et al., 2009).

Digital marketing is attracting consumers to products by promoting them in digital channels. In addition, digital marketing is also referred to as e-marketing and includes digital online actions (Smith, 2011).

1-2- The differences between traditional marketing and digital marketing

There are five fundamental differences between traditional and digital marketing as follows:

- Marketing Medium

The most crucial difference between traditional and digital marketing lies in marketing channels, where traditional marketing adopts methods such as printing to reach consumers. For example, a magazine's attractive front cover design or effective TV advertising are examples of traditional marketing.

Digital marketing uses digital media to market new products. Due to the easy access to digital media, most buyers will be able to browse the publicity. Therefore, digital marketing is more able to target buyers who are more likely to buy their products as they are targeted mainly by advertisements posted online or on social media because they will be based on their interests and what they have searched for on their tools. It can be a clothing brand or a unique restaurant they choose to eat in. Many people are eligible to access many platforms for digital marketing (Bhayani, 2018).

- Marketing Cost

Marketing costs incurred by the company. Traditional marketing usually needs more cost due to taking out folders that need extensive printing tools, effectively attracting consumers' attention and familiarizing them with the product. Unlike traditional marketing, digital marketing is less costly as it uses social media sites for advertising purposes, and they do not need paper and printing, which will save cost.

- Target Audience

Traditional marketing and digital marketing have different types of audiences. When it comes to older populations, traditional marketing will be more effective because older audiences may not be aware of social media. Therefore the use of press and radio advertising may attract older customers. In addition, if the target audience is local, flyers or billboards will be a good option.

Digital marketing is possible to get a more youthful audience. Young people care to use their phones often. They will be able to watch the advertising through social media. If the company

plan to go multinational, digital marketing will be more practical. Digital marketing media are easy to access for spectators globally and can attract buyers easier (Sadikhova, 2022).

- Consumer Interaction

Feedback is one of the most important elements of an effective system, and marketers need to know the response of consumers to.

The interaction with consumers in traditional marketing is less because they can't have any physical or verbal exchange between the company and the customers. Customers can regard the content in promotions such as billboard ads and pre-recorded commercials but can't react. Marketers wouldn't know if it attracts them. Customers will determine if they like to buy after seeing the advertisement.

Digital marketing has the potential to interact better with consumers compared to traditional marketing. For example, while viewing the company's website or social media account, consumers can immediately ask questions or comment on the product. The person responsible will be able to respond. As a result, the consumer will have a more significant opportunity to handle this brand and buy (Sinha, 2018).

- Data Analysis

Regarding the results of the marketing campaign, traditional marketing may require weeks or more to obtain the result. For example, it is impossible to know how many people saw an ad on a billboard on the road. Furthermore, the same promotion should also be utilised and extended to discover the results; therefore, collecting data analysis for traditional marketing is challenging.

Regarding data analysis, digital marketing offers a quick breakdown of campaign data. It will be helpful when gathering information about what works and whether it needs to be modified. For example, depending on data analysis tools, you can determine which campaign the customer responds to most (Sinha, 2018).

The following table summarizes the above:

Table 01: The differences Between Traditional Marketing and Digital Marketing

Fundamentals	Traditional Marketing	Digital Marketing
Definition	Traditional marketing uses old media such as newspapers and magazines, radio and television, and folders to make a marketing impact.	Products are promoted by digital marketing through digital channels, such as internet, smartphone, display ads and other digital media.
Developments	Static	Dynamic

Transformation	Slow	Comparatively fast
Engagement	Low	Comparatively high
Return	Can't be measured easily.	Can be measured easily.
Effectiveness and expensiveness	Less effective more expensive	Less expensive more effective
Hunt	Not possible	Possible
Advance	Local	Global
Effects	Delayed effects	Quick and real-time results
Communication	One-way Communication	Two-way Communication

Source: Difference between Traditional Marketing and Digital Marketing (with Reasons, Forms, Examples and Comparison Chart). (2021, February 3). *Key Differences*. <https://keydifferences.com/difference-between-traditional-marketing-and-digital-marketing.html>

1-3- The importance of digital marketing

Several advantages make digital marketing of great importance; these advantages can be summarized as follows:(Suleiman et al., 2020)

- Empowering effect

Digital marketing not only empowers new businesses but offers promising opportunities for small businesses because the Internet is accessible to all customers without exception, is accessible across all markets, and achieves the operational efficiency of SMEs. Thus, the Internet provides a kind of equality where marketing has been restructured to give even small businesses a fair opportunity to sell their products and widely publicize their brand.

The Internet has made exceptional opportunities for small businesses to engage in previously impossible-to-verify national and international marketing campaigns because of the vast capital they require. With digital development, funding is no longer an obstacle, as are space and time, each of which is no longer a barrier and a constraint but a resource.

- Elimination of geographic barriers

Some of the main advantages of digital marketing are that it removes all geographical constraints in the purchase and sale process. In addition, the Internet offers a limitless global range at very low speeds. Global presence was once excluded for small businesses because of the high cost of traditional advertising, but the emergence of cost-effective Internet technology-enabled small businesses to experience this kind of scale. In addition, Internet connectivity is available to different categories of consumers around the world.

- 24 hours / seven days availability

Digital marketing can provide relevant information to customers twenty-four hours a day, seven days a week. Undoubtedly, online shopping would be more convenient because the consumer has to leave the house, visit different stores and take responsibility for comparing

various goods and costs. Therefore, buyers will shop from the comfort of their homes more effectively; this saves a lot of time and money.

- Cost-affectivity

Cost-saving is also one of the benefits of digital marketing rather than traditional marketing and advertising networks, which are more expensive. Online marketing is cost-effective and can achieve its goals with little cost. For example, online advertising costs much lower than placing ads in a magazine or a public notice. In addition, the default presence price is much lower when communicating with other companies and customers. As a result, online marketing allows companies to retain their income, a feature highly appreciated by companies because online marketing technologies do not need significant assets.

- Trackability

The other dimension of digital marketing is the ability to know consumers' opinions and comments; digital marketing traceability is one of the most important benefits of digital marketing. The site allows access to anything that happens on it. So it's easy to calculate the times of clicks when a particular ad is placed here and the number of traffic on the site. It allows the marketer to track and appreciate the actions of consumers by monitoring the number of users on their website. The website can also enable companies to know whether their ads are effective or not, as well as what kind of consumers are interested in their goods and where they are from.

The talent for tracking online customers increases clearly because "the Internet is the most transparent platform. Analysis of website history and real-time profiling tracks the number of customers visiting each page, the location of previously visited pages, date of arrival, browsing time, browsing length, links followed.

- Personalization

Digital marketing allows diversity. Digital marketing is a dedicated marketing mechanism referred to as one-to-one marketing for the same category. And what is customization? Customization can be defined as the customization of products and services according to previous online purchase records according to customers' preferences. In addition, virtual contact with customers allows comprehensive information to be collected. This strategy leads to the sale of goods intended for specific customers. Personalized messages have a much more significant impact than non-personal public messages distributed randomly to consumers' mailboxes.

2- Overview of digital tourism

The basics of digital tourism can be presented as follows:

2-1- Evolution of tourism trends

Tourism has experienced many developments driven by transformations and changes in the world of the Internet, communications and modern technology.

Table 02: The evolution of web and tourism

	Web 01	Web 02	Web 03	Web 04	Web 05
Period	1999-2000	2000-2010	2010-2020	2020-2022	2022
characteristics	Web of content	Web of communication	Web of context	Web of things	Web of thoughts
Supporting Techniques	The Web (push) <ul style="list-style-type: none"> • Content portals • Data bases • File Servers • File Sharing • Website 	Social Web (share) <ul style="list-style-type: none"> • Wiki, Tagging • XLM/RSS • Blogs, podcasts • Social Networking • Community Portals 	Semantic web (live) <ul style="list-style-type: none"> • Virtual worlds • Intelligent Agents • Smart Applications • Personalized Web • Integrated games 	Ubiquitous web (integrate) <ul style="list-style-type: none"> • Semantic Agents • Linked data • Semantic Wikis 	Intelegent personal-agent <ul style="list-style-type: none"> • HTML5 • CSS3
Tourism Developments	Personal digital travel agents & guides Virtual tourists	relied on other means such as online booking, automatic information, travel and interactive advertising	has been represented by 3D travel in virtual reality (VR), User engagement, Reviews & Ratings, Behavioral advertising	Diverted to ecotourism that combines giving tourists a unique travel experience with preserving ecosystems and their sustainability.	Growing interest in ecotourism

Source: Banafa, A. (2019, December 16). Ten Trends of Internet of Things in 2020. *OpenMind*. <https://www.bbvaopenmind.com/en/technology/digital-world/ten-trends-of-internet-of-things-2020/>

The first use of the web in the 1990s, Web 1.0, was mainly about searching for information in databases, web pages, discussion forums, and simple email connectivity. During Web Age 1.0, people were limited to passively viewing fixed content of sites, text was often unrelated,

and interaction with web pages was limited. During this phase, the focus was primarily on building the web, making it available, and marketing it for the first time.

Key areas of interest focused on protocols such as HTTP, open standard languages such as HTML and XML, Internet access through first web browsers, web development platforms and tools, web-focused software languages such as Java and JavaScript, web sites creation, web and web business model marketing, and the growth of crucial web portals. Advertising was essential signage, and tourism companies essentially digitally copied their booklets on their web pages as reading-only information. The Internet is undergoing a radical transformation (Tavakoli & Wijesinghe, 2019).

At this point tourism was conducted by electronic means such as search engine information, email, digital brochures and attractive advertising.

By the millennium, Web 2.0 had appeared as an interactive sociable network boosting cooperation between people with websites focusing on user-generated content and usability (ease of use, even by non-experts). The web can start performing with other products, systems and devices besides the traditional computer, such as tablets, smartphones and wearables. It has become a collaborative that allows social classes, collaborative projects such as Wikipedia, social networking sites, virtual communities with user-generated content such as Facebook, blogs, microblogs such as Twitter, podcasts, video sharing such as YouTube, and hardware web apps and much more. Mobile application software or applications are designed to work on mobile devices such as smartphones and tablets. They may be pre-installed on devices, downloaded for free or purchased from distribution platforms called App Store, Apple App Store, Google Play (2008), Windows Phone Store and BlackBerry App World.

Tourism at this stage relied on other means such as online booking, automatic information, travel and interactive advertising.

Web 3.0, the third generation of the Internet, is the subsequent development of the World Wide Web. A data-based semantic network that uses a machine-based understanding of data develops a more intelligent and connected web experience for users (The 8 Defining Features of Web 3.0, 2022)

In Web 3.0, data is stored securely and dispersed across many devices, eliminating the need for centralized servers. Such a design also reduces the risk of massive data leakage because the data is no longer centrally stored - making it more flexible to compromise.

It's relatively easy to identify the significant differences between Web 1.0 and Web 2.0. With the former, users passively consult web pages and, generally, do not generate their content. With the latter, users generate content and interact with sites (and each other) through social media platforms, forums and more. However, the differences are not as clearly defined with the Web 3.0 generation of the internet.

The term Web 3.0, stamped by reporter "John Markoff" of The New York Times in 2006, guides a new Web expansion, including specific inventions and techniques. the eight features that define Web 3.0 are Semantic Web, Artificial Intelligence, 3D Graphics, Connectivity,

Ubiquity, Block-chain, Decentralized, Edge Computing (The 8 Defining Features of Web 3.0, 2022).

Tourism at this stage has been represented by 3D travel in virtual reality (VR), User engagement, Reviews & Ratings, Behavioral advertising.

Web 4.0 is a new web generation that collects all 2.0 and 3.0 web properties to become ubiquitous. It is the same network of things, a subset of the general concept of the Internet of Things. It is based on a universal web personality for each user, where the flow of information will be highly customized. Also, expect user anonymity to be impossible in Web 4.0.

Web 4.0 is a mobile space where users and real and virtual objects are combined to create value. Web 4.0 is linked to the augmented reality concept since the development of this technology will enrich the real world with digital information and media content. (Almeida, 2017).

The tourism industry under Web 4.0 has turned to ecotourism that combines giving tourists a unique travel experience with preserving ecosystems and their sustainability.

2-2- Digital marketing tools for the tourism

Digital marketing has significantly changed how the tourism industry communicates with customers by providing information across different channels and communicating with their potential customers. Here are the most important modern marketing methods that influence tourists' choices and make their decisions about where to travel.

- Web-sites

Websites are considered trustworthy and credible digital information sources with high corporate control over published content. The website's content should be goal-oriented, relevant, comprehensive, and regularly updated. In addition, the websites aim to engage directly with clients by maintaining communication exchanges, eliminating intermediaries and creating customer loyalty to the brand.

Tourists use search engines early in their search for travel-related information about destinations. After that, tourists turn to destination websites using search engine optimization - using search techniques (such as using keywords) to increase traffic - websites can gain a better view and boost their sales (Gupta, 2019)

- Social media

Social media is a digital marketing tool frequently used by tourists as a source of information and sharing. Social media allows users to form virtual communities and play an essential role in influencing decision-making when people share their travel experiences publicly.

The ability of tourists to participate immediately helps to follow and discuss different types of content, keeping friends and close associates up to date with travel experiences. In addition, social media posts appeal to potential customers' emotional needs and facilitate social activities (such as real-time text messages and video sharing), online social communication

between people and peer communication. Finally, social media also allows tourists to post online reviews of destinations.

More than eighty-five per cent of travellers read online reviews during the pre-flight phase, which means that most customers rely on other people's opinions to make their travel decisions. From a marketer's perspective, social media is an important communication and sharing platform. For example, Facebook enables companies to create pages that enable potential customers to "like them" so they can access the new content, stay up to date with it, and interact directly with the company. This interaction feature allows officials to understand how customers handle the business page. Furthermore, officials can hold events and contests and publish stories, photos and videos to promote discussions for business page followers (Mpotaringa & Tichaawa, 2021).

- Chat-bots

Chat-bots are automated chat systems developed to evoke human-like interactions and can be considered virtual service agents or "electronic service agents."

Pumping chat-bots into service experiences by tourism organizations is a critical feature that promotes customer satisfaction, programming chat-bots with selected skills to help customers find restaurants, make hotel bookings and buy goods. Also, chat-bots provide reliable information and real-time interaction. Since tourism involves mobility and travel to areas using languages different from the region of origin, chat robots allow for translation and understanding of basic sentences and phrases in tourism transactions (Mpotaringa & Tichaawa, 2021). Integrating chat-bots into pre-existing digital marketing tools like websites provides businesses with promising growth (Gupta, 2019).

- Augmented Reality (AR) and Virtual Reality (VR)

Despite the incredible dedication to research, AR and VR are still in their first phase in tourism. However, their prevalence in the tourism industry and academia are proliferating. AR refers to Add digital information to the natural environment. Thus, it enables consumers to see the real world before them, adding a superimposed layer of information, including texts and images that enhance their experience. Virtual reality uses digital technologies to create a simulated environment that customers can experience and explore through their different senses. While both augmented and virtual reality includes interactive experiences, virtual reality goes beyond augmented reality to create a more immersive interaction.

AR and VR can be seen as radical changes in the tourism industry because of their ability to replace actual tourism with virtual tourism. VR is no longer a niche technology mainly enjoyed within gaming communities. However, it has grown into a world of everyday experiences and is increasingly adopted for entertainment, education, marketing and tourism. Many tourism-related VR content and low-priced VR headphones make it easier for anyone to engage and interact virtually with destinations and attractions from anywhere in the world - tourists can experience environments (such as wilderness) while in town, sitting in their seat offices at home. From the perspective of destinations and tourism businesses, virtual reality provides marketing opportunities, additional revenue generation, and sustainability and heritage conservation opportunities.

- Mobile travel applications

Days of using maps and paper guides are slowly becoming a thing of the past and are being replaced by interactive mobile applications. Travel applications remain fully exploited, and trends show an increase in the use and download of mobile applications for travel and tourism reasons. Travel applications provide travellers with convenient, low-cost options and can come with many functions such as travel route generator, geo-tracking services, weather or climate forecasting, language interpreter, currency converter, Global clock converter, location-based emergency services and service integration.

2-3- Dimensions of digital marketing's impact on tourism

There are three dimensions through which digital marketing affects tourism and can be summarized below: (Magano & Cunha, 2020)

- Information

The essence of tourism products in the online context is centred on information, making them a research product assessed by consulting relevant information. Since most of the time, the product cannot be tested in advance; it must be assessed by the consumer as a reliable product.

- Trends

The trend is a polarizing phenomenon to seduce one target or a large number of people simultaneously. That the reason behind this trend cannot be predicted to end as well as what will replace it, so the trend can be described as an organization - theoretically - without regulators. In recent years, polarization has become a concern for industrialists, requiring a continuous and accurate survey of consumers' trends.

- Customization

The value of creating a supplier for the consumer occurs at multiple interaction points, through shared experiences that occur throughout the life of the service, not just simultaneously. Value creation will exist and evolve through personal experiences, where the consumer is one of the active elements in this process.

- Interactivity

In the physical world, the multisensory experience of digital marketing is regarded as an essential basis for business. Digital technologies can work both ways in a B to C relationship related to tourism, and it is an opportunity for the organization to create value for all stakeholders. The outcome can be increased depending on firms' ability to develop digital technologies interactions with the environment and create strategies and tactical operations.

Conclusion

This study inspected the relationship between digital marketing and the tourism industry and found that:

- Digital tourism is the use of digital technologies to enhance the tourism experience. It also combines the real world with digital content to develop and increase the effectiveness of the tourism industry.
- Digital marketing uses technologies based on the Internet and the virtual world to promote products or services. Customers may be contacted through smartphones, computers, tablets or any other electronic device in light of the ongoing development of technology that results in modern and sophisticated discoveries each day.
- Digital marketing provides a variety of digital tools used by tourism makers to increase travel bookings through the Internet and its mainstays; Web-sites, Social media, Chat-bots, Augmented Reality (AR) and Virtual Reality (VR).

Recommendations

- The need to develop modern strategies for digital transformation in all enterprises responsible for the tourism process, with the importance of joint mechanisms and cooperation with the private sector and investors in the field of tourism and information technology.
- Take advantage of developed countries' experiences in digital tourism systems and activate technical and technical cooperation with their experts.
- The State supports tourism e-marketing strategies to help the current and foreseeable tourism industry to develop tourism traffic in Algeria.
- Attention to the shift towards creating a pattern of intelligent tourist villages that depend on digital transformation processes in all their services.

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