

Exploring the Impact of Digital Marketing on the Sales Performance of the Travel Industry in the United States

Chapter 1: Introduction

Aim:

To investigate and analyze the impact of digital marketing strategies on the sales performance of companies within the travel industry in the United States.

Objectives:

1. Review existing literature on digital marketing and its application within the travel industry to understand the current state of knowledge.
2. Establish and analyze sales performance metrics relevant to the travel industry to understand trends and patterns.
3. Analyze existing case studies and industry reports to understand the qualitative aspects of how digital marketing strategies have influenced sales performance within the travel industry in the United States.
4. Identify and examine companies in the travel industry that have experienced significant improvement in sales performance through digital marketing.
5. Based on the findings, create a set of recommendations and best practices for companies in the travel industry seeking to enhance their sales performance through digital marketing strategies.

Chapter 2: Literature Review

The travel business is no exception to how much the dynamic and potent form of communication known as digital marketing has changed sectors globally. Due to their mutually beneficial relationship, there has been a significant change in the way travel items

are advertised and sold, leading to the emergence of a vast and highly participatory virtual marketplace (Moreno-Izquierdo et al., 2022). This literature review synthesises existing knowledge and research about the use of digital marketing within the travel sector given the quickly changing digital landscape.

In this literature review, the researcher set out on an exploratory voyage, first with a general overview of digital marketing, its varieties and importance, and then we follow the development of this strategy's distinctive position in the tourism sector. The study then digs into a thorough examination of recent research in this field, highlighting knowledge gaps and examining methodological stances.

Further information on the effects of these digital initiatives on the sector will be revealed by a thorough analysis of their efficacy. A quick touch on future directions and emerging trends in the field of digital marketing will be an important aspect of the discussion, before coming to an end of literature review.

This review's main objective is to provide a basis for future academic and applied research in this field while also adding to the body of existing knowledge.

Application of theory in digital marketing strategies and the empirical evidences

Customer Journey Mapping (CJM) is used in digital marketing strategy to track customer interactions at various points during the customer's purchase journey. Researching locations, evaluating deals, making reservations, and discussing experiences after travel are all examples of this in the travel sector (Lemon & Verhoef, 2016). Businesses may discover critical moments that matter to customers by mapping out this trip and then design their digital marketing strategy to capitalise on those times. The strategic integration of CJM into the digital platforms of US travel companies considerably increased consumer engagement and happiness, according to a recent study by Kumar et al. (2022), which in turn enhanced sales performance.

Travel agencies have used the TAM's ideas into the creation of user-friendly websites and mobile applications to encourage customer uptake. This approach can be seen in the creation of user-friendly booking interfaces and individualised travel advice systems. For instance, Archi and Benbba (2023) discovered through their empirical study that travel companies who incorporated TAM concepts into the design of their digital platforms had a significant rise in user engagement and overall revenue.

Understanding client behavioural intentions in the digital world can be facilitated by using the theory of reasoned action (TRA) and its extension, the theory of planned behaviour (TPB). These ideas are essential for forecasting consumer purchasing intentions and giving marketers information to create their digital strategy. Personalised email marketing campaigns and targeted web adverts are two notable applications. The application of these theories is supported by empirical data from a 2021 study by Pahrudin, Chen, and Liu (2021) in the Indonesian tourism sector. According to the study, there is a direct link between consumer desire to book vacation packages online and specific digital marketing initiatives.

Theoretical analysis of sales performance

The Individual-Level Performance Model sheds light on the variables affecting salesperson effectiveness. Salespeople are essential in the travel industry for promoting and selling vacation packages to customers. Their opinions of their roles, including their knowledge of the product offerings, target market, and sales goals, have a big impact on how well they perform in sales (Churchill et al., 1985). Additionally, their level of expertise in digital marketing, which includes data analytics, search engine optimisation, and social media marketing, may influence how successfully they use digital platforms to drive sales. Both internal and extrinsic motivation affect sales effectiveness by encouraging salespeople to meet goals and provide exceptional customer service. Furthermore, how well salespeople negotiate the shifting terrain of digital marketing techniques and technology depends on human traits like expertise, adaptability, and self-confidence.

The behavioural intentions that affect sales success are explained by the Theory of Planned Behaviour (TPB). Salespeople's positive views towards using digital marketing tools and platforms can increase their intention to use these tools effectively for generating sales in the context of the tourism sector (Tabiat, 2022). While subjective standards are a reflection of the impact of peers, management, and industry expectations, attitudes are determined by views about the importance and efficacy of digital marketing techniques. Behavioural intents are also influenced by perceived behavioural control, which is the salesperson's opinion of their proficiency with digital marketing tools. Organisations can improve sales performance through the successful adoption and utilisation of digital marketing techniques by comprehending and influencing these elements.

The Resource-Based View (RBV) theory emphasises the significance of business resources in gaining a competitive advantage and boosting sales performance at the organisational level. Digital marketing tools and skills, including sophisticated CRM systems, data analytics tools, and personalised marketing platforms, can give businesses in the travel sector a competitive edge (Afriyie, Du, & Appiah, 2018).

With the help of these resources, businesses may target particular client segments with their digital marketing efforts, improve marketing campaigns, and provide individualised experiences. Travel companies can increase their sales performance by attracting, engaging, and converting clients more effectively by investing in and utilising these digital marketing resources.

Researchers and practitioners can gain a thorough understanding of the theoretical foundations of sales performance in the travel industry's digital marketing landscape by taking into account the individual-level factors affecting salesperson performance, the behavioural intentions shaped by the Theory of Planned Behaviour, and the organizational-level resources highlighted by the Resource- Based View theory.

Digital Marketing in the Travel Industry: Past and Present

The marketing techniques used by the travel business in the past were mostly based on physical travel agents, printed brochures, and word-of-mouth recommendations. (Xiang, Magnini, & Fesenmaier, 2015) Travellers heavily relied on travel agents to help them plan and make decisions about their trips.

The advent of the digital age sparked a fundamental upheaval in the marketing paradigms of the sector. Travel agencies started experimenting with the emerging digital world, using their early websites as online brochures to exhibit and detail their services. Direct interactions between businesses and customers were made possible by this digitization, which allowed customers to avoid using traditional travel agencies (Hays, Page, & Buhalis, 2013).

The way the industry approached marketing underwent a major leap with the introduction of Web 2.0. Online travel agencies (OTAs) like Expedia and Priceline first appeared as a result of interactive platforms' encouragement of user-generated content. By putting a wide range of options, user evaluations, and competitive pricing at consumers' fingertips, these platforms dramatically democratised trip planning (Miguéns, Baggio, & Costa, 2008).

Social networking sites quickly established themselves as another pillar of the digital marketing approach used by the travel sector. Travel is a visually stimulating industry, and platforms like Instagram and YouTube were made to be effective marketing tools. Customers' trip reviews, photos, and videos are examples of user-generated content that businesses have started to employ to expand their reputation and audience while adding a personal touch to their brand narrative (Xiang, Du, Ma, & Fan, 2017).

The rise of mobile technologies and the widespread use of smartphones simultaneously changed the digital marketing strategy for the sector. To make it easier to plan and book trips while travelling on the go, travel agencies started creating mobile applications and adaptable websites. Businesses were able to deliver personalised recommendations and experiences because to the integration of location based services, which increased consumer engagement and happiness (Wang, Li, & Li, 2013).

As an example, Marriott International's "Marriott Bonvoy" campaign is a successful case study of digital marketing. The business used a variety of digital marketing methods carefully, including email marketing, social media marketing, SEO, and content marketing. This all-encompassing strategy increased memberships, cultivated brand engagement, and marketed their new travel programme (Sigala, 2018).

In a similar spirit, Airbnb skillfully used digital marketing to fuel its incredible growth. Airbnb's referral programme takes advantage of online word-of-mouth by rewarding users who recommend friends by giving them travel credits. This tactic created a viral loop, which made a significant contribution to the company's quick user growth (Kljunikov et al., 2018).

Impact and Effectiveness of Digital Marketing in the Travel Industry

The travel sector has found digital marketing methods to be effective tools that help companies reach a wider audience, increase consumer interaction, and support company growth (Sigala, 2018). These techniques, like Search Engine Optimisation (SEO), have been effective in increasing the online visibility of travel agencies. In addition, social media marketing has helped firms communicate meaningfully with both present and potential customers (Chaffey & Ellis-Chadwick, 2019) and reach a wider audience.

Adopting digital marketing strategies has several benefits for the travel industry. First off, employing these strategies is an inexpensive method to engage a sizable, global audience. Geographical limitations have been removed, making it very straightforward for businesses to market their products to customers all over the world (Sigala, 2018).

Digital marketing, which offers specialised recommendations and promotions based on customer preferences and prior activities, also enables individualised marketing. Neuhofer, Buhalis, and Ladkin's (2015) research found that this level of personalization boosts customer satisfaction and loyalty. Additionally, digital marketing provides quantitative results, enabling businesses to assess the

performance of their marketing initiatives and adjust their approach as appropriate. According to Chaffey and Ellis-Chadwick (2019), it offers relevant information about customer trends, preferences, and behaviours.

Digital marketing strategies also make it simpler for businesses and customers to engage with one another, enhancing customer service and building deeper customer relationships (Hays, Page, & Buhalis, 2013). Customers can now create a sense of community and trust by communicating with businesses in real-time and asking questions, making comments, and sharing their experiences.

Despite these advantages, potential disadvantages shouldn't be disregarded. The importance of face-to-face contacts, which are still crucial to fostering trust and loyalty in many cultures, could potentially be diminished if there is an over-reliance on digital platforms. Additionally, as digital marketing gets more complex, a large investment is required to acquire the appropriate knowledge and tools. This can be particularly difficult for travel agencies that are smaller and have fewer resources (Neuhofer, Buhalis, & Ladkin, 2015).

The customer experience in the travel sector has unquestionably been revolutionised by digital marketing methods. Customers are becoming active players in the marketing process rather than passive recipients thanks to the growth of social media and user-generated content (Xiang, Du, Ma & Fan, 2017). This paradigm change has created new growth opportunities for organisations, allowing them to connect and interact with customers in deeper and more meaningful ways than ever before.

Literature Gap

The corpus of knowledge devoted to investigating digital marketing within the tourism sector has expanded significantly in recent years. According to Neuhofer, Buhalis, and Ladkin (2015), these studies have shed important light on the effects of various digital marketing strategies, such as social media marketing, search engine optimisation (SEO), content marketing, and email marketing, on customer behaviour and the success of travel agencies.

For instance, research has looked into how SEO strategies affect the internet exposure and client acquisition of travel businesses. Studies have also looked into how social media influences travel decisions and encourages customer engagement (Sigala, 2018). Another well-liked study topic focuses on the importance of user-generated content, such as reviews and social media posts, in influencing customers' travel selections (Xiang, Du, Ma & Fan, 2017). Researchers have also started to look into how mobile marketing affects the customization of travel experiences and how it changes industry norms (Wang, Li, & Li, 2013).

There are still a number of significant gaps in the literature despite the abundance of available studies. Understanding the synergistic effects of using numerous digital marketing channels at once is one such knowledge gap. Less is known about how the interactions between techniques, such as social media marketing and SEO, affect customer decisions and engagement, despite the advantages of individual digital marketing strategies having been well-documented (Hays, Page & Buhalis, 2013). This is a promising area for additional study.

The skewedness of research perspectives is another gap. Most research have looked at the use and effects of digital marketing from the standpoint of the businesses; understanding the customer perspective has received less attention (Miguéns, Baggio & Costa, 2008). Examining how customers react to and interact with different digital marketing techniques can reveal subtle nuances in how they make decisions and inspire more successful marketing strategies.

Numerous methodological approaches have been used in previous studies, mostly quantitative ones like surveys and experimental designs and, to a lesser extent, qualitative ones like interviews and case studies (Neuhofer, Buhalis & Ladkin, 2015). Even though these techniques have produced useful insights, they might not adequately reflect the complexity and quickly changing nature of digital marketing. Traditional surveys, for instance, might not adequately capture the complex interactions customers experience with multiple digital marketing channels (Xiang et al., 2015). Therefore, to analyse massive data from many digital platforms, future research should think about utilising more

dynamic and adaptive methodological approaches, such data analytics and machine learning. The robustness of research findings can be increased by using these methodologies, which can provide detailed insights into consumer behaviours and preferences in the digital sphere.

Additionally, the travel industry's digital marketing environment is about to change thanks to virtual and augmented reality (VR and AR) technologies. These technologies have the ability to offer realistic virtual travel experiences, which could have a significant impact on consumers' travel choices. Travellers can "experience" a region using VR and AR before making a trip decision, making these technologies effective tools for destination marketing (Guttentag, 2010).

It makes sense to assume, in light of these developments, that the future of digital marketing in the travel sector will be characterised by experiences that are more immersive and personalised. These developments will be led by AI and VR/AR technologies, which will give users access to one-of-a-kind, customised experiences that were not before available. These improvements entail more responsibility, though. Companies must commit to protecting the security and privacy of that data as they use more personal data to create these customised experiences.

3: Method of Analysis

3.1.1 Research Method

A qualitative research method has been used to bring together research on the topic and systematically searching for the evidence from the previous primary qualitative studies and drawings the findings together.

The pioneers in synthesising the qualitative data area are Noblit and Hare (1988). They found that these reviews are aggregated reviews or as interpretative. The aggregative review summaries the data researched, while interpretative approach will interpret the data and develop new understandings into theory or concept that will understand or predict the behaviour or patterns.

For the particular paper we will be reviewing 20 papers to filter 12 of the most relevant papers to our research topic.

3.1.2 Research Strategy

This study used a systematic review approach (Tranfield et al., 2003) to “identify, classify, and interpret all available research related to a particular research question, topic, or phenomenon of interest. do” (Kitchenham, 2004; p. 1). Structurally, the verification process is divided into three phases (i) Data Collection. (ii) Paper Selection. (iii) content analysis;

Identifying specific keywords and terms is the first step in systematic screening (Tranfield et al., 2003). The Scopus database was used because it is a more comprehensive summary and citation database of peer-reviewed literature and includes most publications from other databases (Guerrero et al., 2015). All proposed document typologies (i.e. papers, conference papers, conference reviews, literature reviews) were included in the analysis by applying the above strings to titles, abstracts and keywords . A total of 20 publications were identified and further selected considering only studies that actually focused on the topics studied. At the end of this process, 20 documents were archived and subjected to a content analysis to identify his DT's key issues and perspectives in the marketing field.

In particular, content analysis makes it possible to "systematically and theoretically reduce large amounts of textual data from all types of communication to what is essential by classifying the material into uniform categories" (Hanelt et al., 2021; p. 1163). . It differs from other qualitative methods, such as thematic methods, in that it allows the construction of category systems aligned with research questions and provides qualitative insights (Mikelsone et al., 2019).

3.1.3 Research Method

A research method that is well planned will help understand the and build relationship between theory and the objectives of the research study. A deductive approach is concerned with “developing a hypothesis (or hypotheses) based on existing theory, and then designing a research

strategy to test the hypothesis” (Wilson, 2010). Deductive approach is suitable for this research because it opens possibility to explain casual relationship between variables and concepts. It further helps to measure concepts quantitatively. The deductive approach will help us research the 12 papers and deduce the various factors that affect the sales in of the travel industry in US due to digital marketing.

3.2 Data Collection Method

English publications (articles, reviews, conference materials) on tourism content marketing were edited for review. Data were collected from the Web of Science (WoS) database. This database was chosen because it is most commonly used in bibliographic reviews (Zupic, 2015). In addition, various inputs of search criteria for large samples are possible (Dias, 2019). Keywords were defined based on the concepts described in the previous section. Selected publications contained keywords listed in the title/description/keywords section.

3.2.1 Scope

The scope of the study will be defined based on a thorough review of the literature related to digital marketing strategies and sales performance in the travel industry. The literature review will help identify the existing research gaps, trends, and key factors affecting digital marketing strategies effectiveness on sales performance. Based on the review outcome, the scope will be redefined to focus on the most relevant and current issues in the US travel industry related to digital marketing strategies and sales performance.

3.2.2 Search Criteria

To execute the search process, a set of keywords such as “digital marketing, travel industry & sales performance, personalization “, “US” were identified. These keywords will be used to search academic databases such as JSTOR, Google Scholar, and other relevant sources such as industry reports, trade publications, and company websites. After the elimination of

duplicates, 20 articles were employed in the screening stage that has been conducted manually. Among the remaining articles, only 12 were included in this systematic literature review after the eligibility assessment that checked the articles' focus on Digital marketing impact on Sales performance. Consequently, there is still considerable scope for further research in this field and, especially, there is still a lack of research that explains in a systematic and global way the contributions of digital marketing on the US tourism industry sales (Ivars-Baidal, 2018).

3.3.3 Quality evaluation

Duplicate studies were removed during the data review stage. We then scrutinized titles, abstracts and keywords, and removed articles that were irrelevant to the research area. According to Zhang et al.(2020) the authors independently read all datasets in Excel format and recorded retention or deletion decisions based on each author's perception. Decisions in this screening include:

- Retain: the research was considered entirely relevant to tourism marketing.
- Consideration: the research was considered potentially relevant to the tourism marketing sector. Reading the full text was required to make a final decision.
- Remove: the study was completely unrelated to marketing.
- Not available: although the studies reviewed were "considered," no single source containing the full text could be found.

The authors then performed a quality check of the publications. In this regard, only peer-reviewed papers published in reputable peer-reviewed journals are retained for further analysis.

The research papers resulting from these consultations will have the number of citations and references, and the journals in which they are published, based on papers indexed or directly related to them in the business, management and tourism categories were selected based on their position in a given ranking of (Saura, Paros & Devasa, 2017). The SRL process will allow

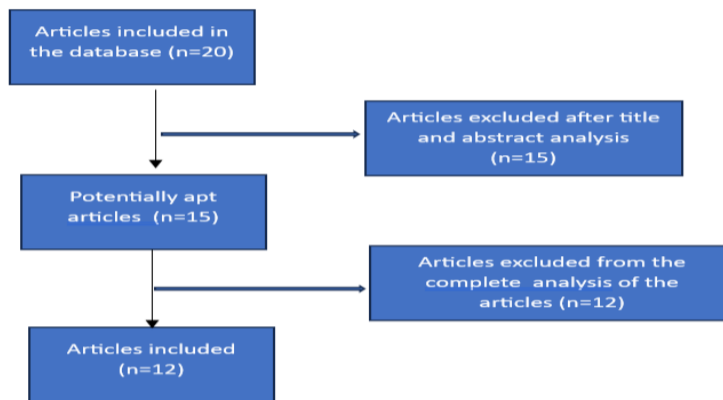
us to formulate a robust vision for the digital tourism ecosystem from a global perspective, taking into account the most important research that has addressed this subject. To carry out the methodological process, various queries were first run on the database and then refined according to the selected study objectives.

- Step I: Items excluded after the analysis of titles and abstracts (n = 20)
- Step II: Delete inappropriate terms
- Step III: They were not conclusive
- Step IV: Select potentially eligible items (n = 17)
- Step V: Items excluded from the full article analysis (n = 15)
- Step VI: Select the articles that did not match the search terms
- Step VII: They were not related to the research criteria
- Step VIII: Delete limited quality in the evaluation
- Step IX: Delete articles without description and specification of the terms
- Step X: Final Items included (n=12)

This process selects 12 papers with the above characteristics (Tavakoli et al., 2019). A systematic literature review process provides a solid vision of the digital tourism ecosystem and the digital marketing of tourism from an academic perspective based on selected key papers.

3.2.4 Inclusion and Exclusion

Using a systematic approach such as the PRISMA guidelines (Selçuk, 2019), the most relevant, high quality and most recent articles are selected based on defined criteria. Commonly used in systematic reviews, the PRISMA guidelines provide a transparent and rigorous process for identifying, reviewing and selecting items. Selected items are analyzed using a qualitative approach to determine the impact of digital marketing strategies on US travel industry sales performance. PRISMA Flow Diagram is as below:



3.3 Data Analysis Method

3.3.1 Descriptive summary

The next step in the systematic review is preparing a descriptive summary consisting of the key findings after analysing the 12 related research papers. The summary will help us understand when and how these research were done and what are the key patterns associated with impact of digital marketing on travel industry.

Table 1 summarizes the findings of the 12 articles relevant for this content analysis:

S. No	Authors	Title	Research method used	Key findings
1	Sonia MESSOR, Stefania Denise ESCOBAR (2021)	COVID-19 THE DAY AFTER: SMART TOURISM TECHNOLOGIES TO IMPROVE THE TOURISM INDUSTRY	Qualitative research ,systematic study	smart tourism technologies can contribute to the recovery of the tourism industry.

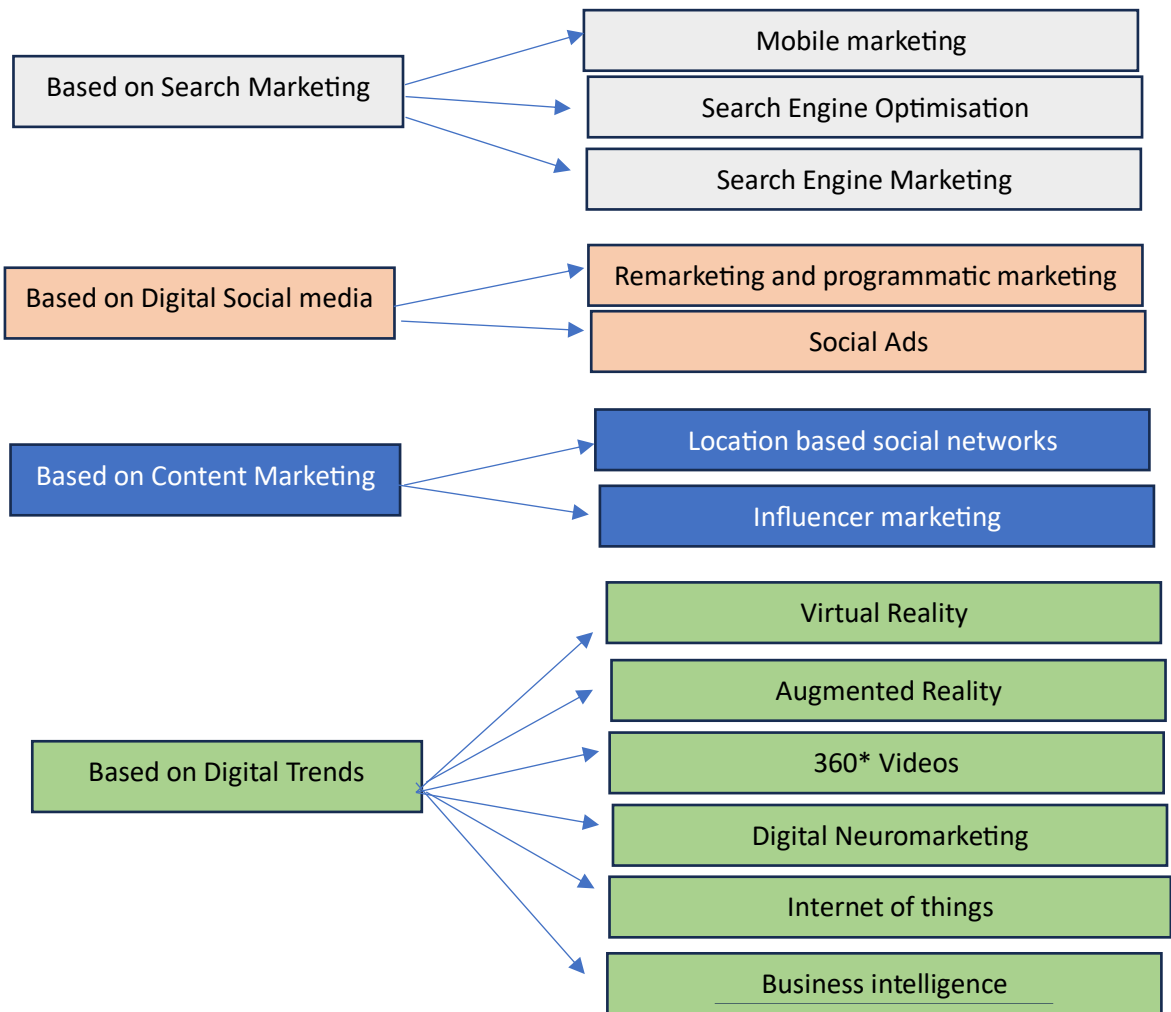
2	Hojeghan & Esfangareh (2011)	Digital economy and tourism impacts, influences and challenges	Qualitative research ,systematic study	Making decisions about the complex emotions surrounding their key products and services, and optimize any issues that may exist related to their products and services.
3	Dedeke (2017)	Creating sustainable tourism ventures in protected areas: An actor-network theory analysis		online reviews influence booking intent and revenue.
4	Li et al. (2018)	Big data in tourism research: A literature review	Qualitative research ,systematic study	Travelers enjoy dynamic image and video content of various entertainment and social media sites and is more likely to purchase products and services from those companies
5	Yousaf & Xiucheng (2018)	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	Qualitative research ,survey method	Digitalisation allows to measure reactions by Realtime evaluation of a campaign and make changes accordingly

6	De Pelsmacker et al. (2018)	Digital marketing strategies, online reviews and hotel performance	Qualitative research ,exploratory method	Customer Relationship Marketing and the Digital Marketing tools are key success factors for the performance of hotel industry
7	Saura et al. (2018)	It develops research through a literature review to find key indicators related to mobile tourism applications	Qualitative research ,systematic study	mobile devices have deeply influenced customers' behaviours and preferences toward online shopping
8	Straker et al. (2018)	Engaging passengers across digital channels: An international study of 100 airports	Qualitative research ,systematic study	cloud infrastructure has also increased the human resources capabilities and improved the business processes.
9	Bassano et al. (2019)	Storytelling about places: Tourism marketing in the digital age	Qualitative research ,systematic study	The presence of a growing market of virtual tour as it is a surrogate of ecotour experience as it allows tourists to remain home while still giving employment to local guides.
10	Vyas (2019)	Evaluating state tourism websites using Search	Qualitative research ,survey method	SEO is a successful marketing strategy since it increases the organic traffic and conversion by also enhancing the firms'

		Engine Optimization tools		attractiveness in the sight of the Internet users.
11	Suzanne Amaro, Paulo Duarte (2015)	An integrative model of consumers' intentions to purchase travel online	Qualitative approach	intentions to purchase travel online are mostly determined by attitude, compatibility and perceived risk
12	Suraj M. Negi, Dr. Ajay Chaurasia (2021).	The Role of Online Marketing in the Travel & Tourism Industry	Exploratory Qualitative research	Online marketing operation also supports travel and tourism businesses to reach their potential customers at a very low cost when compared to the traditional marketing approaches

Thematic Analysis

The next step in the systematic review is the analysis. Thematic analysis is one of the most common forms of analysis within qualitative research. It emphasizes identifying, analysing and interpreting patterns of meaning within qualitative data. The thematic analysis emphasizes on identifying, analysing and interpreting qualitative data patterns. Considering the qualitative nature of the research, thematic analysis was used to evaluate 12 selected papers. As per initial evaluation thematic structure is illustrated in the below figure. Detailed analysis is available in appendix.



Discussion

The phenomenon of digitization has had a significant impact on the analysis of corporate performance. The introduction of digital tools will therefore enable businesses to accurately monitor and measure social ROI (return on investment) in entirely new and disruptive ways. In particular, by measuring online responses (views, likes, comments, shares from customers, etc.), digital metrics can greatly contribute to the real-time evaluation of advertising campaigns and enable appropriate adjustments. (e.g. bughin et al., 2019). In addition, many papers focused on the business process perspective specifically analyze the role of digital tools in improving the quality of a company's processes, thereby enhancing operational and organizational excellence. (e.g. Kuimov et al., 2019).

Both the descriptive and thematic results of this study provide interesting insights into the analysis of the Digital-marketing impacting the sales in travel industry, while crafting new propositions for future research agenda.

Based on Search marketing

With regards to mobile marketing (mobile technology and smart apps), research has mainly focused on the customer's perspective. In fact, mobile devices have a significant impact on customer behavior and preferences when shopping online (Sundaram et al., 2020), and mobile devices are also an integral part of the value creation process. On the other hand, mobile technology and smart apps have also been studied from a business process perspective, as they have emerged as excellent ways to analyze consumers in a more meaningful way and support the development of appropriate marketing strategies (Sundaram et al. ., 2020).

SEO positioning, also known as search engine optimization, is a digital marketing strategy designed to optimize results in search engine rankings known as SERPs. Research has found that his SEO focus in digital tourism is focused as users interested in purchasing airline tickets and getting information about travel destinations search on search engines such as Google

and Yahoo! increase. Implementation (Palos-Sanchez et al., 2018). Digital tourism companies are strategizing in developing content that speaks to the tourism sector. When users encounter this content, they can get quality and useful information about their travel destination. This allows users to make purchases on the same platform. Therefore, when talking about digital tourism, users usually look for information about tourist destinations in search engines (Saura et al., 2018), so the alternative in this case is search-focused platforms such as TripAdvisor or Google Maps, where this technology Localization is performed in parallel with (Tavakoli et al., 2019).

In the search results of major search engines, personalized advertisements are displayed for each user's search content, and can be personalized according to the user's interests, so advertising effectiveness is high in that sense. In addition, promotional videos of this type can also be configured to appear prior to viewing the video on platforms such as YouTube. This allows potential travelers to enjoy dynamic image and video content and is more likely to purchase tourism products and services from companies dedicated to these purposes on the Internet.

Based on the Digital Social media:

Remarketing and programmatic advertising in the tourism sector are specialized techniques for targeting online users with advertising-based banners and advertising media offering tourism products and services. This technique of digital her marketing in the tourism sector consists of tracking users of her main profile on social her network with these ads while users are browsing her web. . When a user visits the website, the digital company installs her cookies in the user's browser to provide information about the user's interest in the tourism sector and the specific products and services searched for (Reyes-Menendez, Saura & Martinez-Navalon, 2019).

Advertising on social media platforms in the tourism sector consists of developing advertising strategies and works that are only displayed on social networks such as Instagram, Facebook

and Twitter. This strategy basically consists of developing a promotional strategy for the tourist attraction, which can use images and videos. Travel user profiles frequently reside on social networks such as those described above, and businesses in the digital environment may use these features to attract, possibly retain, and increase the likelihood of users purchasing products and services. Comment on ads on social networks. Multiple times (Kim et al., 2019). Admittedly, in this case, the ads may be hidden in the feeds of your followers on social networks, so it's not too intrusive. Content marketing strategies generate non-commercial content that tells stories related to destinations and products and services offered.

Location based Content Marketing

Location-based social networks have become an important tool for digital marketing strategies in the tourism sector. These strategies consist of creating new public profiles on social networks dedicated to the tourism sector. These pages are not only perfectly discoverable by users using smartphones while traveling, but can also be used to inform themselves prior to travel (Saura et al., 2018). One of the established social networks in this tourism sector is Google Maps or Yelp. These are not social networks that operate exclusively in the tourism sector, but are used for these purposes as users use them during their travels.

Influencers have become a key factor in targeting advertising messages to different users with different characteristics. Users tend to follow influencers in specific industries. Companies in the digital space are therefore basing their strategies on identifying which influencers can offer advertising services (Coates et al., 2019). The company then generates content and offers related to their products and services, and through her social her network her profile, the influencer publishes advertising messages only to users who follow her. In some cases, these strategies may be developed to generate interest in new products or tourism services, or significantly increase interest in events held at particular destinations.

Strategies Based on Digital Trends

Augmented reality is recognized as one of the technologies that can transform the future of tourism in a digital environment. With the help of augmented reality, tourists and travelers can interact with the monuments and places they visit via their mobile phones, thus providing a real-world experience between the places they visit and the travelers themselves. Dialogue is also possible (Tavakoli et al., 2019). Combining the development of augmented reality with the increasing use of mobile phones worldwide and the increasing proportion of tourists worldwide, augmented reality is firmly established as one of the future trends in the development of this industry in the digital environment. (Palos Sanchez & Saura, 2018).

Virtual reality is the creation of mobile applications that allow interaction between the real world and the digital world displayed on a mobile phone, tablet, or computer. In this case, VR is interesting insofar as it allows users to see parallel stories that take place in the tourist environment and to imagine the reconstruction of specific geographic areas thanks to applications that unfold these parallel realities. Therefore, VR has also taken hold as a trend, driving the tourism industry towards new innovations and strategies based on offering new products and services featuring the use of this technology that can interact between travelers and destinations. can be redefined. It is also possible in digital and offline environments (DiVerdi et al., 2019).

360-degree video offers real opportunities in the digital tourism sector. This technology can be viewed through the Internet or screens, allowing users to enjoy new perspectives that have never been experienced before. In this way, through corporate websites and applications promoting tourism products and services, the user can record a 360° video of him using augmented reality glasses, so that he can interact with tourism in a comfortable and dynamic way. and increase the likelihood that companies will be able to provide better service. We provide creative experiences related to tourism products through the Internet. In addition, there is a trend to apply this technology to open spaces to convey the spirit of tourist destinations and bring new experiences to travellers.

Neuromarketing is emerging as a science that studies how human behavior relates to decisions made by the brain (Spence, 2019). As such, neuromarketing studies the human brain and tries to predict the decisions it makes. Applying this theory to the digital realm, we can develop methods such as eye tracking, where specialized software detects where a user is looking on a particular screen. The purpose of this technology is therefore to identify in detail where users are looking when they enjoy certain content on her website (Reyes-Menendez, Saura, Palos-Sanchez, 2018). Considering that users visit her website all over the world every day, these analytical measures are very important. If we can successfully analyze this data, we will be able to improve the website related to tourism and the experiences offered by it, such as a dedicated experience space, an improved physical layout for tourist gift shops. Patterns that help improve the design of your site can be found. Tourist offers on any type of channel or ad-supported (Zeeuw et al., 2019).

The Internet of Things has established itself as a global trend. More and more devices are connected to the internet and collect data every day. This data is stored in a way that allows administrators to structure the data and draw conclusions from analysis. There are many such connected devices in the tourism environment, and they are becoming more prevalent in the tourism sector as they help travelers find attractions, points of interest, and information.

Business intelligence is real in the sense that it collects and analyzes vast amounts of data, primarily from the Internet. BI is considered a trend in the tourism sector. Collecting data is a reality, but there is a need to more effectively define useful and cost-effective analysis of this data (Richards et al., 2019). Although BI is integrated as a process of extracting real information, there is still no well-defined method for making decisions in the tourism sector. In addition, his BI strategy in recent years has applied various methodological approaches based on data mining and machine learning, both techniques of evolution and development of artificial intelligence. The application of these new techniques to analyze BI data has popularized measurement strategies to achieve greater profitability within BI and companies

adopting these measurement models (Chen et al., 2012). Hoteliers and tourism companies can use these strategies to better identify key metrics related to business performance.

Based on the digital methodology:

Thematic analysis-based tourism content marketing research is maturing and new publications are on the rise. According to Fotis et al (2012) tourists search for travel information, share travel experiences, and provide feedback based on online reviews. Tourists often engage in these activities at all stages of the travel process before, during, and after their trip (Fotis et al, 2012). Accommodation providers can use her online reviews to engage with customers and gather consumer opinion by building an online presence (Sparks, 2011). Such online reviews influence booking intent and revenue (He, 2017). Given the multifaceted usefulness of online reviews (travelers and businesses), their popularity in academic contexts is not surprising (Kwok, 2017). However, online traveler reviews are not only in the form of comments and ratings on online platforms such as Facebook, hotel websites, Booking.com, TripAdvisor, Agoda (Ayeh, 2013) but also in blogs, vlogs, There are also other complex formats such as images. Or a travelogue (Carmen, 2009). Such content is user generated (UGC). Due to the growing demand for travel information, the concepts related to tourism content have become diverse and wide-ranging [91].

In particular, cloud infrastructure has been analyzed from a customer perspective by examining its impact on consumer preferences and behavior (Ulas, 2019). At the same time, cloud infrastructure has increased human resources (Ulas, 2019) and improved business processes. In particular, Kumar-Singh and Thirumoorthi (2019) showed that a cloud-based digital infrastructure can help enterprises increase agility, maximize resources, and improve service while reducing operational costs. The authors also emphasized the importance of analyzing the demand-side impact of this technology to explore how it affects customer preferences and behavior.

Sentiment analysis is a strategy that gathers information from reviews and comments, as well as the opinions of tourists and travelers who visit a particular location or request information through social networks. In this sense, sentiment analysis strategies focus on analyzing positive, negative, and neutral sentiments associated with the analyzed dataset. This dataset is a database extracted from platforms such as booking, TripAdvisor, and Google Maps, including hotel profiles and tourist destinations on Twitter. Additionally, it may be possible to generate records from hashtags associated with travel destinations. This type of strategy allows companies to obtain information about the positive or negative emotions and experiences travelers have during their stay at a hotel or while enjoying their products and services (Saura, Palos-Sanchez & Grillo, 2019). With this information, hotel and tourism directors and managers can make decisions about the complex emotions surrounding their key products and services, and optimize any issues that may exist related to their products and services.

Text analysis is a technique used in digital marketing. In this sense, the methodology and its development are carried out in the same way as sentiment analysis. This technology is applied to digital tourism and its main purpose is to collect a database consisting of text analysis that identifies relevant key elements that can be applied to the research field.

The wide range of communication channels enabled by Web 2.0 is transforming traditional face-to-face word of mouth (WOM) into Internet word of mouth (eWOM). Faced with an ever-richer information environment, consumers turn to online social platforms such as social networking sites, blogs, social shopping communities, and consumer review sites to discuss products and services and make purchases. I am sharing my experiences. Consumers tend to rely on human communication in the context of the service due to the immaterial and experiential nature of the service, making it the most important source of information for consumers when deciding to purchase hospitality and tourism services. is an e-WOM.

Impact of digital Marketing on US Travel Industry

Research conducted by Oxford Economics highlights the important role that online platforms play in supporting the US travel and tourism sector. We see that platforms increase choice by showcasing millions of listings to travel hungry consumers, while promoting transparency by acting as an intermediary trusted by both sides. Online platforms also create additional demand for US accommodations; 47.5 million additional room nights in 2019 were attributable to platforms, generating an extra \$18.6 billion of GDP. Travelers also benefited from better prices, saving nearly \$50 billion during a three year period covered in the research (2019–2021). Moreover, revenue growth generated by online platforms can have a transformative effect on geographies outside of major tourist markets — from 2012 to 2021, the share of bookings on online platforms for accommodations in rural areas increased from 9.7% to 16%.

Entrepreneurs of all stripes are the driving force behind the US travel market and they are free to make use of online platforms as one tool amongst many. Platforms are largely risk free, with no commission taken until the point of sale, and highly flexible, but they can't (and don't) underwrite their lodging partners' revenue by themselves. Direct sales and sales through hotel chain call centers dominate the distribution mix — online travel platforms only account for a quarter of sales, with the rest made through direct channels or other intermediaries.

Nowadays, travelers depend on travel portals to look for vacation trips or while planning a vacation. A 2019 survey shows that the total value of online booking including flight bookings and hotel bookings itself reached around US\$755 billion and has since grown at the rate of approximately 10% annually.

To sustain a competitive advantage and increase revenue and communication, travel industry leaders must plan to satisfy customer requirements and ensure innovative technological strategies are implemented (Cheng & Liu, 2017). In today's digital age, the importance of digital marketing in the travel and tourism industry cannot be overstated. The world is becoming increasingly connected, and consumers are relying more and more on digital channels to plan and book their travel experiences.

As a result, digital marketing has become a crucial component of any successful travel and tourism marketing strategy. Subsequently, there's been a surge in tourism digital marketing agencies. Successful digital marketing for tourism and hospitality helps to entice clients during peak times and even extends peak times to increase company all year long.

Digital marketing for travel and tourism encompasses a broad range of tactics and channels, from social media and search engine optimization (SEO) to email marketing and content marketing.

By leveraging these tools, travel and tourism businesses can reach new audiences, build brand awareness, and drive more bookings. The ability to precisely target specific groups is one of the biggest advantages of digital marketing. With the help of data analytics and digital advertising platforms, businesses can identify and target travellers based on their interests, demographics, and behaviour.

In addition, by leveraging customer data, businesses can tailor their marketing messages to specific segments of their customer base, further increasing the effectiveness of their campaigns. Perhaps most importantly, digital marketing enables travel and tourism businesses to measure and track their marketing efforts with greater accuracy than traditional marketing channels.

The key sales metrics that determine sales performance in travel industry are as follows:

Customer Acquisition cost or cost per acquisition: For some channels it is easier to calculate than others. For example, Pay per Click can be used to track the conversion rates of click to bookings.

Return on Marketing ratio:

Understanding how much is spent on marketing per booking, it is also beneficial understand the gross profit achieved from the campaign to ensure it is profitable.

Repeat Booking rates:

Generally, cost of retaining a loyal customer through loyalty schemes or repeated booking discounts is much lesser than acquiring new customer, so increasing the ratio will be a key driver in increasing profitability. More established businesses calculate an estimated "life time value of the customer" based on repeated booking rates and average value of a booking. This may support accepting a higher initial cost per acquisition if retention metrics are strong.

Conversion rates:

This will help understand how effective the website/ app is at turning lookers into bookings. To improve this customer's duration between search and payment should be tracked to understand customer perspective.

Net Promoter Score:

Higher Satisfaction levels can drive higher repeated booking rates which in turn cost per acquisition. Net Promoter Scale is one of the best way to measure it. Surveys are carried out to check the satisfaction level of the customers with scores from 1-10. A score of 7-10 is excellent, 3-7 is great and 0-3 are good.

When it comes to the online travel industry, one company stands above all others and receives more traffic than any of its competitors in the OTA travel space, Booking.com. Booking.com is the world-leading OTA and has been one of the most prominent travel and tourism industry players for the past years.

Marketed as not just a platform for booking accommodation, but a technology that makes travel easier, Booking.com has been growing impressively and is one of the most recognizable travel brands worldwide. While it may not be easy for an OTA to build strong brand loyalty

through emotional appeal, Booking.com did its homework and understood how to make the best of its marketing strategy efforts through the power of storytelling.

For example, they publish regular travel articles on their website, sharing helpful information and tips and tricks for travel lovers or those planning their next holiday. Relying massively on the power of storytelling, as demonstrated earlier, Booking.com has a solid social media presence, a key component for becoming one of the world's most inspiring travel brands. Booking.com is present on all the major social platforms, from Facebook or Instagram to Twitter, LinkedIn, and YouTube. With more than 17 million brand followers, Booking.com has a brand engagement of 1.3 million and has gained 550K followers in the past year. However, with well-thought strategies and social media campaigns that are hitting the right spots, Booking.com became a strong player with an excellent social media presence.

Conclusion and Recommendations

As a result of this research development, key digital marketing techniques to be used for business models based on digital tourism business have been defined. In this sense, it should be emphasized that these strategies are search engine marketing, SEO, SEM, and ASO in the app stores of major platforms for applications such as Android (Google Play) and iOS (Apple). In addition, we identified techniques and strategies based on sentiment analysis of tourism-specific social networks, and developed strategies based on text analysis of reviews, opinions, and comments. Also profiling and optimizing strategies on social geolocation networks for the tourism industry, remarketing strategies and programmatic advertising aimed at building customer loyalty and leading to specific purchases over time s also included.

Advertisements that consist of developing strategies based on advertising on social networks to generate non-intrusive but brand-related content (Tavakoli et al., 2019). A strategy based on recruiting influencers to promote tourist destinations and tourism-related products and services. Finally, a review-based strategy that describes the eWOM strategy. Thus, based on these strategies identified as a result of a systematic literature review, it can be said that companies betting on digital tourism must follow these digital marketing strategies in order to be successful (Reyes-Menendez , Palos-Sanchez, Saura & Martin-Velicia), 2018).

These strategies have been studied in academia and have undergone real evolution in the professional world. This fact is also confirmed by the increasing use of mobile his applications in the tourism sector and by the most mobile target groups such as mobile phones and tourists. B. Millennials, prominent (Giglio, 2018). Therefore, companies wishing to develop a digital strategy for tourism-related products and services should follow the techniques identified in the results of this research study, which should undoubtedly form the basis of their Internet strategy. In addition, the findings of the research methodology will identify future trends in the digital tourism marketing landscape, which may be important for the development of new strategies in this field.

The practical implications of this study relate to professional, real-world digital marketing strategies that can be implemented in today's businesses. By understanding why users interact with them the way they do, businesses can identify the findings of this research study and improve their strategies. At the academic level, this research can be used to improve the analysis of the literature and generate ideas about the interests of scholars in this area of research, allowing, among other things, the expansion of the bibliography and the enrichment of the methodological processes developed. Research limitations relate to the number of studies used to develop systematic literature reviews, the continued growth of the digital tourism sector, and digital marketing itself.

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Objectives	Key themes and patterns	Sonia MESSOR, Stefania Denise ESCOBAR (2021)	Hojeghan & Esfangareh (2011)	Dedeke (2017)	Li et al. (2018)
		smart tourism technologies can contribute to the recovery of the tourism industry.	Making decisions about the complex emotions surrounding their key products and services, and optimize any issues that may exist related to their products and services.	online reviews influence booking intent and revenue.	Travellers enjoy dynamic image and video content of various entertainment and social media sites and is more likely to purchase products and services from those companies
Based on Search marketing	Mobile marketing	Highly relevant	Relevant	Relevant	Relevant
	Search Engine Optimisation	Highly relevant	Relevant	Relevant	Highly Relevant
	Search Engine Marketing	Highly relevant	Relevant	Relevant	Highly Relevant
on Digital Social	Marketing and programmatic marketing	Highly relevant	Relevant	NA	NA
	Social Ads	Highly relevant	Relevant	Highly Relevant	Highly Relevant
on Content Marketing based social network		relevant	NA	Highly Relevant	NA
	Influencer Marketing	relevant	Relevant	Highly Relevant	Highly Relevant
Based on Digital Travel	Virtual Reality	Relevant	NA	Relevant	Relevant
	Augmented Reality	relevant	NA	NA	NA
	360° Videos	Highly relevant	NA	NA	Relevant
	Digital Neuromarketing	relevant	NA	NA	Relevant
	Internet of things	Highly relevant	NA	Relevant	Relevant
	Business intelligence	Highly relevant	Relevant	Relevant	Relevant

Yousaf & Xiucheng (2018)	De Pelsmacker et al. (2018)	Straker et al. (2018)	Bassano et al. (2019)	Vyas (2019)	Suzanne Amaro, Paulo Duarte (2015)	Suraj M. Negi, Dr. Ajay Chaurasia (2021).
Digitalisation allows to measure reactions by	Customer Relationship Marketing and the Digital Marketing tools are key	cloud infrastructure has also increased the human resources capabilities and improved the business processes.	The presence of a growing market of virtual tour as it is a surrogate of ecotour experience as it allows tourists to remain home	SEO is a successful marketing strategy since it increases the organic traffic and conversion by also enhancing the firms' attractiveness in the sight of the Internet	intentions to purchase travel online are mostly determined by attitude, compatibility and perceived risk	Online marketing operation also supports travel and tourism businesses to reach their potential customers at a very low cost when compared to the traditional marketing approaches
Realtime evaluation of a campaign and make changes accordingly	the performance of		to remain home			
Relevant	Relevant	NA	Relevant	Highly Relevant	Highly relevant	Relevant
Relevant	Relevant	NA	NA	Highly Relevant	Highly relevant	Relevant
Relevant	Relevant	NA	NA	Highly Relevant	Highly relevant	Relevant
Highly Relevant	Relevant	Relevant	NA	NA	Relevant	Relevant
Highly Relevant	Relevant	NA	NA	Relevant	Highly relevant	NA
NA	NA	Relevant	Relevant	NA	NA	NA
NA	NA	NA	Relevant	NA	Relevant	NA
NA	Relevant	NA	Relevant	NA	NA	NA
NA	NA	NA	Relevant	NA	NA	NA
NA	NA	NA	Relevant	NA	NA	NA
Relevant	Relevant	NA	Relevant	NA	NA	NA
Relevant	Relevant	NA	Relevant	NA	NA	NA
Relevant	Relevant	Highly Relevant	NA	Relevant	NA	Relevant

