

An Approach of Digital Marketing and Promotional Strategy in Tourism Industry

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ABSTRACT:

It is known that Tourism is one of the world's largest industries continuously contributing to global economy. The world of digital media is changing at a phenomenal pace especially in Tourism. The technology usage is abundance for accessing the communication from the customer to the service provider. The digitalization through the information and communication technology has upgraded the tourism sector immensely. The customer using the digital sources gets benefited much than the traditional ways of Tourism marketing, not only in marketing but also for the promotion of the tourist destination through digitalization leads to immense growth and development of the tourist destination and tourism industry on whole. This study highlights to know the use and utilization of digital technology at various paces of tourism marketing and promotion in Tourism sector. The article covers conceptual study. The information collected by various articles and from websites.

Key words: digitalization, marketing, promotion strategy, tourism

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Introduction:

Digitalization in tourism sector has become the major trends. This digitalization which happened in different sectors of tourism has been very useful for the customers, tourist etc. Through digitalization the progress in tourism has reduced the burden for tourists in communication and getting other relevant information.

The involvement of digitalization in tourism sector has been a good adaptation for the tourists to get the relevant information required. Nowadays people mainly communicate or transfer information through electronic devices. Majority of the marketing and advertising promotion happens through digital means such as mobile apps, search engines, social media and so on. The involvement of these strategies in the tourism has been a major boost for the tourist in all their needs and services. The active tourists in the present world are mainly dependent on digital means of tourism. According to UNWTO International tourist arrivals increased by 3.9% in 2016 reaching a total of 1235 million. The same International tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030. Majority of these tourists are the beneficiaries of digital marketing.

Objectives of the study:

The main objective of the study is:

1. To understand the various ways of digitalization in marketing and promotion of tourism industry.
2. To know the difference between the traditional and modern method of digital marketing in tourism industry.
3. To encourage the digitalization in marketing and promotion in tourism industry.

Scope or significance of study:

Digitalization in tourism marketing and promotion creates new opportunities to explore the tourist destination. People becoming more fascinated towards digital marketing has made tourism sector to adapt to digital means of marketing through internet, digital advertisement, mobile apps etc. The prior significance of this study is mainly to know the benefits on the usage and implementation of digitalization in tourism in the especially in marketing and promotion.

Research Methodology

This research article has made up by the descriptive study. Hence only the secondary data has been collected by various articles, Books, Journals and websites to know about the in-depth information of digital marketing and promotion activity.

Understanding digital marketing:

After several study the meaning of digital marketing and promotional strategy can be understood as the marketing and promoting the Tourist product or destination through advertising by various electronic media such as TV, radio, mobile, internet, intranet etc and resulting in promotion of tourism product or tourist destination.

Traditional marketing and promotion was comprehensive and was time consuming and had to face problems regarding the accessibility of any requirement. Through digitalization all these issues have at most overcome resulting in benefit of the consumers or tourist as well as in the promotion activity of the tourist destination. Message and other information can be transferred to different parts of the globe within few seconds due to the digital technology.

VI. Different means of digital marketing that can be used in tourism industry:

Online marketing:

1. Search Engine Optimization (SEO)
2. Search engine marketing (SEM)
3. Content marketing
4. Social media marketing
5. Pay per click advertising (PPC)
6. Affiliate marketing
7. Email marketing

Offline marketing:

1. electronic bill boards
2. digital product samples
3. digital product demos
4. TV commercial
5. Radio
6. cold calling
7. text message marketing

According to Mitek there are two ways of adapting to digitalization

- being reactive - incorporating Technology and processes that respond to consumer needs
- being Proactive - offering new unexpected possibilities that take the customer digital experience to new level.

Majority of the digitalization happens through the usage of mobile. By keeping this in mind many tourism and Hotel companies or not just putting their web or offline functions in mobile format but they are also creating experiences and new Business models designed especially for the mobile channel. The activities by tourists that usually involve before conducting any tour may include searching information related to destination before the trip, checking of recommendations, Checking of route map, and lot many other information. The GPRS system, the Google Maps, and other accessibility through digital means have developed the tourism sector wisely. Involvement of videos and photos in websites or any other media has created interest amount tourist to travel to various destinations. Involvement of chat box in the website for any enquiries has made customers to communicate easily without any much effort.

VII. Methods of digitalization in marketing and promotion:

A. Digitalization through search engines: One of the most common systems of marketing trends advertisement through search engines has attracted the customers. In this process dual usage of search engine is done. Getting the information required true search engine and also some additional information through advertisement give some extra information which may be required by the user or maybe rejected by the user. But the marketing process of transferring the information to the consumer or tourist is achieved. As search engines are commonly used to get any information, the usage of this system is widely spread all over the world. When an advertisement of Tourism sector has been placed, it can be reached to any part of the world and the consumer can communicate regarding their choices or any doubts.

B. Social media digital marketing: Today's world is too much attached to social media. Majority of the pictures in social media are posted regarding tours, travel, parties, fun, joyful moments etc indirectly promoting tourism through digital means. Other people watching the pictures posted get attracted to visit those tourist places and create joyful memories. The major population has social network accounts and people was there social accounts every time they are free. And posting of the advertisement through social media such as Facebook ,Twitte,r LinkedIn, Instagram, Snapchat, Pininterest has promoted digital

marketing rapidly. Almost all of the young generation have their own social media accounts where they communicate get information and get influence to these kind of digital marketing.

C. Mobile marketing: Mobile has influenced a lot to this generation especially from the evolution of smartphone era. Mobile internet marketing which has emerged has taken digital marketing to a superior level especially in tourism industry. As mobiles are carried in pockets everytime so the opportunity for any person to sell or advertise any of their product has made on the spot. Instant posting of advertisement is an very huge advantage of this kind of mobile marketing. Mobile marketing can also be done by sending SMS / MMS or by making personal calls and giving information. mobiles are just not only used for marketing but also for safety of tourists.tourists going to different places communicate through their mobiles to their known persons. It has become a strength for tourist incase for any problems or issues.

D. Email marketing: Another reformation in digital tourism marketing. it is very similar to mobile marketing but usually with the use of internet. this email marketing is done by sending the tourism realted advertisement through email messages. the advertisement of a tourism product or service is done by sending messages to personal mails. as and when a person open the email they can go through the message and if interested can go through in purchasing of that particular product or service. but this email marketing need to be realistic Trustworthy and the communication information requested by the customer needs to be answered quick so that it matches other kind of digital marketing

VIII. Benefits of Digital Marketing in tourism industry:

1. Digital marketing is one of the most powerful tool in the tourism sector.
2. Most of the travellers will start their journey through online and digital means.
3. Most of the hotels, travels go through the process of digital procedures like online reservation etc and market their product and services.
4. Through digital marketing the advertisement of a tourism product or service can be reached globally within short period of duration.
5. The tourism related advertisements reaches the various groups of people at different destinations across the globe without any variation in the message to be transferred.
6. Digital marketing - onboard marketing in flights, busses, car rentals increases the interest for people to travel for more places promoting for tourism.
7. Tourists posting pictures of the tour in their social media promote their friends, relatives to visit the tourist places.
8. Through digital marketing mass communication or advertisement take place.

IX. Drawbacks of digital marketing in Tourism Industry:

It may be any technology progress definitely there will be some drawbacks. The major drawbacks include:

1. There may be some people who may feel difficult to adopt to modern technology.
2. As the tourism industry is totally related to hospitality, the personalised service (smile, greeting, gesture) which is a major part of hospitality cannot to achieved totally.
3. Communication barrier can also be impact as there is different languages across the globe making difficult to understand the message.

X. Conclusion:

Digital marketing and promotion today is all about using the internet Technologies. Today digitalization in marketing and promotion has changed the way of business, service reaching the customer effectively and efficiently in tourism industry. For any tourism industry or any sector to be successful the involvement in digital marketing play some major role and this can be achieved by quality website marketing through social media advertisement come digital calling systems etc.

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