

# Tourism and Digital Marketing

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## Abstract

Hospitality and tourism is one of the industries that is most affected by digital development. Transportation and accommodation companies are among the first ones to utilize digital marketing techniques in their practices to engage communities and make sure their customers have the best possible away-from-home experience. In order to perform well and gain competitive advantages, players in the travel industry are always looking for the newest and greatest ways to reach their buyer persona and tailor their offering to their target audience. Let's take a look at some recent examples of digital marketing application that marketers from any industry can learn from.

**Key words:** Hospitality, Digital Marketing, digital application, etc.

## Introduction:

Across the globe young people are at the forefront of an information revolution. The rapidly expanding possibilities of the computer age are creating new opportunities to entertain, enlighten and inspire. In fact, the very way we communicate is undergoing a remarkable change. Multimedia technology, which combines traditional tools such as text and still pictures with sound, video, animation and interaction, is creating a new and much more powerful communication experience.

But technical skills alone will not be enough to create an enjoyable and informative multimedia experience. Unless the project is carefully designed and structured, the competing multimedia elements can end up distracting users, while obscuring the message you want to convey. Information can get lost in a sea of confusing sound, video, animation and text.

**Tourism:**

In Kannada we have a Proverb Called “DeshasuttuKoshaodu” means to gain knowledge we need to read encyclopedia and travel around the world. In simple word, moving from one place to another place is travel.

Always man has been moving from place to place in search of food, shelter and safety, Paleolithic evidence suggests that given a right environment, man prefers to live in one place. During a million years ago, changes in climate, dwindling food supplies or hostile invaders made the people to leave their homes to refugee elsewhere.

Most of the early travels were not for purpose of pleasure. The primary motive was related to trade commerce. However, there were another type of travellers whose motive was to make pilgrimage. However, there were another type of travellers whose motive was to make pilgrimage. The urge to explore new land and to seek new knowledge was another motive of early travellers.

The modes of transport may be on land, water or by air. But the tourism is a comprehensive term which includes a number of activities. It is an ever expanding service industry with vast growth potential. Therefore, it has become one of the most important and crucial concern of not only a nation but also of international community as a whole.

Tourism is largely considered for its economic, social, ecological and cultural edifice of a nation. Two aspects of tourism namely its capacity to generate employment both direct and indirect and its potential to earn foreign exchange for the host country have made all countries to desire for the development of tourism.

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, sports, adventure, health, recreations and any other purpose.

**Digital Transformation:**

The **world of digital media** is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them, are transforming not just how we access our information, but how we interact and communicate with one another on a global scale. It's also changing the way we choose and buy our products and services. People are embracing digital technology to communicate in ways that would have been inconceivable just a few short years ago. Digital technologies are no longer the preserve of tech-savvy early adopters, and today ordinary people are integrating them seamlessly into their

everyday lives. FormSMS updates on their favourite sports teams, to a free video call with relatives on the other side of the globe, to collaborative online gaming and much, much more: ordinary people your customers are starting to use digital media without giving it a second thought.

In the developed world internet access is becoming practically ubiquitous, and the widespread availability of always-on broadband connections means that people are now going online daily to do everything from checking their bank statement, to shopping for their groceries, to playing games. What makes this digital revolution so exciting is that it's happening right now. We're living through it, and we have a unique opportunity to jump in and be part of this historical transition.

The Internet has led to an increasingly connected environment, and the growth of internet usage has resulted in the declining distribution of traditional media: television, radio, newspapers, and magazines. Marketing in this connected environment and using that connectivity to market is e-Marketing.

**Advertising:** Advertising can be intoxicating. The spin, the story, the message, the call to action, the image, the placement, the measurement, the refinement: it all adds up to a powerful cocktail that can ultimately change the world. At its core, advertising is all about influencing people-persuading them to take the actions we want, whether that's choosing a particular brand of products, picking up the phone, filling in a mailing coupon or visiting a website.

Multimedia is much more entertaining, informative and effective because it **uses more of our senses** by combining the different elements of text, music, voice, pictures and animation into one seamless whole. In this handbook we will be discussing digital multimedia – or the integration of different media elements onto a computer.

### **Digital Marketing:**

In simple terms, **digital marketing** is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing. We tend to think that digital marketing encompasses banner advertising, search engine optimization(SEO) and pay per click. Yet, this is too narrow a definition, because digital marketing also includes e-mail, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text messaging, and instant messaging. Yes! Digital marketing has a very wide scope.

**Websites:** Basically, the Internet is a worldwide network of interconnected computers. You can send messages to other people over the Internet by using email or chat rooms. You can visit other people's web sites and they can visit yours.

Attracting visitors to your site: there are over one billion pages on the Internet so once your web site is online you need to help potential visitors find luckily this can be done by registering you URL with some the many Internet search engines. You could register yours to get connection.

Many search engines also use meta tags, which you can insert into you HTML document. This information is hidden from normal visitors to your site. However the meta tags will automatically provide the crawler with ready-made key words and a summary of you web page. Mind maps can provide good clues as to which words to use as meta tags.

**Counters** are extremely useful features which track the member of visitors to your site. Some also tell you which countries your visitors are in, which are your most popular pages and which search engines were used to find your site.

### **SEO (Search Engine Optimization):**

Google, Yahoo! And now Bing are all well-known international search engines. Google is by far the leading player in the market. A comScore study of worldwide search engine activity, released in July 2009, showed that Google has just over 67 percent of the global search engine market share. When we talk “search,” we refer to two different kinds of results: organic search results and Paid search result.

**Differences between SEO & SEM:** SEO is used to get your website to rand in the segular search engine results, commonly called organic search results in the digital marketing industry. SEM is paying to place your ads with your website information in specific locations, including above or next to search engine results.

**PPC (Pay Per Click):** Pay-Per-Click (PPC) advertising is and advertising system where the advertisers pay only for each click on their advertisements. While it is most often used as an advertising system offered by search engines, such as yahoo! And Google, it can also be used for banner advertising.

**Keywords:** Keywords, or key phrases, are what a user enters into a search engine query to find Web sites. Bothe SEO and PPC advertising involve selecting the keywords that are relevant to a company’s Web site and are used by potential customers. SEO aims to have a Web site rank in the natural results for its target keywords. In PPC advertising, the advertiser bids on desired keywords to achieve rankings in the paid results.

**CRO(Conversion Rate Optimization) :** Conversion Rate Optimization is a structured and systematic approach to improving the performance of the website. Informed by insights specifically, analytics and user feedback. Defined by the wesite’s unique objectives and needs.

**E-mail Marketing:** E-mail marketing is a fusion of marketing savvy and imaginative copy. In its simplest form, it's an e-mail sent to a customer list that usually contains a sales pitch and a 'call to action'. This could be as simple as encouraging the customer to click on a web link embedded in the e-mail.

**Social Media Marketing:** Social media today is essentially **Word-of-mouth marketing**. 'Social media' is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction. That interaction can encompass text, audio, images, video and other media, individually or in any combination. It can involve the generation of new content; the recommendation of and sharing of existing content; reviewing and rating products, services and brands; discussing the hot topics of the day; pursuing hobbies, interests and passions; sharing experience and expertise – in fact, almost anything that can be distributed and shared through digital channels is fair game.

**Mobile Marketing:** The mobile phone is a small gadget that has had a huge impact on our day-to-day lives. It has already had a profound impact on the way we communicate and conduct ourselves daily. This continues to be felt as the mobile phone enables new ways to market and new markets in which to transact.

**Google Analytics:** Digital analytics refers to the collection and deployment of digital data for measuring and optimizing digital marketing performance. Various types of digital analytics tools and software fit this description, but I concentrate on those that the case study companies included in this dissertation are actively using: Web analytics, social media monitoring, and marketing automation.

**Market Research:** Market research is a process that aids business decisions. It involves systematically gathering, recording, and analysing data and information about customers, competitors, and the market.

**Online Surveys:** When developing surveys we can combine qualitative data with quantitative data-it just depends on how the questions are asked. Conducting online surveys allows for data to be captured immediately, and data analysis can be performed easily and quickly. By using e-mail or the web for conducting surveys, geographical limitations for collecting data can be overcome cost effectively.

### **How Digital Marketing benefits to Tourism industry?**

In digital marketing, a reporting and analytics engine can be layered within a campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as response rates and purchases made.

The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24X7 services to make the customer feel supported and valued.

The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback from their customers as well as determine what media platforms work well for them.

Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

Not surprisingly, billions of marketing dollars spent on traditional channels is already starting to shift to digital marketing campaigns and this will continue to increase as the web matures.

As my opinion it is proving that the tourism got rebirth because of digital transformation.

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