



Analysis of The Influence of Digital Marketing, Information and Technology Adoption and Use of Social Media on The Effectiveness of Tourism Promotion

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Abstract

This study aims to analyze the characteristics of digital marketing tools used in the communication process aimed at increasing the effectiveness of tourism management promotions. This study conducted document analysis, field observations and collected information from websites. The author used an analysis table to record and analyze data related to the appeal of tourist attractions and the marketing strategies used. The results of the analysis show that the implementation of effective digital strategies is very important in the management and promotion of tourist attractions. Websites and social networks must provide accurate and up-to-date information to build a positive image and make it easier for visitors to access and obtain various information needed regarding tourism trips. Accessibility features such as digital text and easy-to-understand navigation are very influential in attracting interest from tourists, while content provided with multilingual facilities affects the reach of tourists. Mobile applications increase the ease of booking and access to information. Digital marketing strategies that include social networks and multimedia content strengthen tourist visibility and engagement, ensure visitor experience and provide a positive destination image.

Keywords: Digital Marketing, Social Media, Tourist.

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1. Introduction

In recent years, tourism organizations around the world have responded to the contextual changes brought about by rapid advances in information and communication technologies. Globalization has accelerated the spread of these technologies, enabling wider and faster access to information and creating more competitive markets. As a result, tourism organizations must adapt their communication tools to remain relevant and effective. They can no longer rely solely on traditional methods but must integrate modern technologies to increase efficiency and reach a wider audience [1]. Digital marketing has become a key pillar in tourism organizations' communication strategies. With the ability to reach consumers worldwide through online platforms, digital marketing offers flexibility and effectiveness that traditional marketing methods cannot. Social media, websites, and online analytics tools have become an essential part of marketing efforts, allowing organizations to interact directly with their audiences, collect data in real-time, and tailor their campaigns for better results [2]. Additionally, lower costs and the ability to target specific demographics make digital marketing an attractive option for many tourism organizations. The advantages of digital marketing over traditional marketing are clear in many aspects. Organizations can track every click, conversion, and interaction, allowing them to continuously optimize their strategies. In addition, digital marketing allows tourism organizations to respond quickly to changing consumer trends and preferences, giving them a competitive advantage in a dynamic and ever-changing market [3].

Tourism refers to the activities undertaken by individuals while traveling and staying in places different from their usual environment for periods of less than one consecutive year. The purpose of this travel can vary, including leisure, business, or other purposes. Tourism is not only limited to the activity of travel itself, it also involves a variety of economic activities that provide essential services to travelers [4]. This includes sectors such as hospitality, transportation, food and beverage, and various other services that support the tourism experience. As such, tourism plays a vital role in driving local and global economies, with a significant impact on economic growth and job creation. Because of its interconnectedness with various economic sectors, tourism is a complex and dynamic industry that requires effective coordination and management from various stakeholders. It includes governments, businesses, and local communities working together to create an environment conducive to sustainable and responsible tourism growth. A deep understanding of tourism

definitions and practices is key to formulating appropriate policies and strategies to maximize the economic and social benefits of the industry [5].

The tourism industry has been one of the biggest beneficiaries of globalization, growing rapidly to become one of the world's fastest-growing economic sectors. Globalization has opened up huge opportunities for tourism through increased accessibility, communication, and mobility [6][7]. With the opening up of global markets and the revolution in communication, financial, and transportation technologies, the tourism sector has received a significant boost, allowing people to travel further and more frequently than ever before. According to previous research, there is a reciprocal relationship between globalization and tourism activity [8]. Globalization, characterized by revolutions in telecommunications, the global financial system, and transportation, has led to the rise of tourism. These advances have facilitated greater mobility and made destinations around the world more accessible to tourists. However, tourism also contributes to globalization by accelerating cultural, economic, and social exchange between tourists and destinations, thereby strengthening global connections [9]. As a result of this relationship, tourism in an increasingly connected world, both physically and virtually, must continue to adapt rapidly to technological changes taking place across the planet [10]. Technological innovations continue to transform the way we promote and access destinations, placing the tourism sector in a highly dynamic environment. Adapting to these changes is crucial for destinations and tourism industry players to successfully attract and retain visitors in the era of globalization [11][12].

The products offered in the tourism system are usually intangible and are often purchased long before their use. Because of its intangible nature and often pre-decided nature, individuals tend to seek more in-depth information to reduce the risks associated with their purchasing decisions [13]. The Internet has become a primary source of information for consumers, allowing them to evaluate various options and compare offers before making a final decision. To meet this challenge, tourism organizations must develop effective and engaging communication tools. Audiovisual media plays a key role in this regard because of its ability to convey the tourism experience more realistically and arouse potential buyers' interest [14]. Attractive visualizations, such as photos, videos, and multimedia presentations, help potential tourists imagine the experience they will have and increase their trust and confidence to make a purchase. Information and communication technology plays a crucial role in supporting this function [15]. Distance and time no longer hinder tourism organizations' efficient communication with potential buyers thanks to ICT. By utilizing online platforms supported by ICT, tourism organizations can reach a global audience, provide information instantly, and offer virtual experiences that can help reduce uncertainty and encourage purchasing decisions. Implementing this technology strengthens the organization's ability to attract the attention of potential travelers and facilitate the purchasing process in a more effective and satisfying manner.

2. Research Methods

The methodology employs several key steps to analyze the application of information and communication technologies in tourism marketing. The first step is to create a theoretical framework that focuses on globalization and ICT in the context of tourism. This includes an analysis of traditional and digital marketing, as well as an explanation of the main technological instruments used as a means of connection. Next phase involves analyzing relevant bibliographic documents from various field authors and gathering information from related websites and blogs. Upon identifying the attractions for analysis, the author employs a double-entry table. This approach entails recording and analyzing data related to the attraction's appeal and the marketing tools used. Next, semi-structured observations are carried out. The data was evaluated from the observations and table analysis to ascertain the advantages, opportunities, and disadvantages of the tools used in tourist attraction communication. The online survey was conducted using a double-entry analysis table to investigate the correlation between the attraction's appeal and the communication or promotional tools employed. Through this analysis, the researcher can identify how the various communication tools affect consumer appeal and determine the most effective strategies to increase interest and purchase decisions among tourists.

3. Results and Discussion

The functions of a tourism organization, such as news coverage and activity promotion, heavily influence its website and social media. This function is critical to shaping the public's perception of the destination and attracting tourists. Therefore, the website and social media accounts of the tourist destination must be able to provide accurate and up-to-date information, including the schedule of events, exhibitions, or other intriguing activities that potential visitors may be interested in. A similar situation occurs in tourist destinations that have dedicated websites for the management team and other related interests. Since these tourist destinations are public attractions, managers must ensure that the official website presents objective and reliable information. This information should cover all important aspects that are relevant to visitors, such as details about facilities, accessibility, and available activities. To increase appeal and accessibility, the website should also offer free guided tours, either in physical or virtual form. These guided tours give potential visitors a clear picture of what

to expect when visiting the location. This approach not only helps to create a positive user experience but also strengthens the destination's reputation as a transparent and visitor-friendly place. Thus, well-managed websites and social networks can play a significant role in attracting visitors and building a positive image of a tourist destination.

Many tourist attractions often offer free admission, creating a similar situation. Even with online ticket reservations, visitors often need to pick up physical tickets at the ticket counter for venue access, particularly during scheduled shows or events. This adds a layer of complexity for visitors, who have to spend time queuing even though they have booked tickets online. To maximize convenience and efficiency, many tourist attraction websites offer effective virtual purchasing and booking options. Visitors can book available free guided tours through these websites, and they must complete the entire booking process online. Given the characteristics of modern society that prioritize convenience and time efficiency, all tourist attractions should offer the possibility of purchasing tickets online. By fully integrating online ticket purchasing options, tourist attractions can create a more positive experience for visitors from the very beginning of the purchasing process. This not only saves time that would normally be spent queuing at the ticket counter, but it also reduces visitor satisfaction, which is often compromised by long wait times, especially during peak times such as school breaks, weekends, or big performances. By providing efficient online ticketing and reducing the need for queues, attractions can ensure that the visitor experience remains enjoyable and stress-free, from booking to enjoying the attraction.

However, we highly recommend implementing accessibility programs to ensure digital inclusion for people with disabilities or seniors through online platforms. These programs aim to remove any potential obstacles between users and the information a website or application provides. Accessibility features such as alternative text for images, keyboard-friendly navigation, and screen reader options are essential in ensuring that all visitors, including those with physical or visual impairments, can access information and services with ease. By integrating these features, tourist attractions can make their platforms more inclusive and ensure that every individual, regardless of physical ability or disability, can access the information they need without any difficulty. Additionally, the availability of the English language across all platforms is crucial, given that an international audience frequently visits many tourism websites and applications. Providing content in English allows visitors from different countries to understand the information provided, broadens the reach of communication, and increases engagement. Given the diverse global market, it is also important to consider adding other relevant languages based on the primary visitor demographic or target market. This not only helps to reach a wider audience, but it also increases overall visitor inclusion and satisfaction. Integrating multiple languages and accessibility features into online platforms is a strategic step in creating a better and more inclusive user experience. Attractions not only cater to visitors of all backgrounds and abilities, but also demonstrate a commitment to diversity and equality. This not only enhances an attraction's reputation as a welcoming and inclusive destination, but it can also increase visitor loyalty and create a more satisfying experience for all visitors, without exception.

An attraction's own social network can positively influence the dissemination of information about it. Having its own social network allows attractions to directly manage and disseminate information to their audience. This affords them greater control over the delivery of information, enabling direct interaction with potential visitors. Conversely, social networks serve as effective platforms for uploading photos and videos, as well as for creating live broadcasts of exhibitions and art performances. This offers a wonderful opportunity for attractions with architectural value, exhibitions, and art performances to showcase their uniqueness and appeal visually. This multimedia content not only attracts attention but also provides a clear and concise picture of what visitors can expect. We highly recommend using social media for this purpose, as it facilitates the dissemination of current news and updated information about tourist attractions in an engaging and easily accessible manner for the audience. By utilizing social media to share multimedia content, tourist attractions can increase engagement with visitors, expand their reach, and provide more dynamic and relevant information. It also aids in building a positive image and attracting a larger audience, as well as allowing them to follow the latest developments in real-time.

Mobile applications offer users a variety of conveniences in terms of booking or purchasing tickets and obtaining information instantly, according to their geographical location. By utilizing mobile applications, visitors can plan their visits more efficiently without having to rely on traditional methods such as queuing at ticket counters or searching for information manually. This feature is particularly beneficial for free-to-visit tourist attractions that do not require visitors to participate in guided tours. With mobile applications, visitors can access important information about the attraction, such as operating hours, location maps, and other intriguing details, directly from their devices. This not only saves time but also provides a more flexible and personalized experience. Mobile applications allow visitors to better plan their visits with accurate and up-to-date information, as well as offering ease in terms of navigation and accessibility. Mobile applications often incorporate additional features that enhance the user experience, in addition to these basic features. Visitors can receive real-time notifications about special events, offers or discounts, and other important information directly based on their location. This

allows tourist attractions to stay in touch with visitors directly, providing relevant information exactly when they need it. Thus, mobile applications not only speed up the planning and visiting process, but also contribute to improving the overall visitor experience and satisfaction.

All attractions should provide maps on their websites or through social media, complete with clear location information, to make it easier for visitors to plan their arrival. Easily accessible and downloadable maps help visitors find locations more easily, reducing the possibility of confusion when searching for attractions. Digital maps directly accessible from visitors' devices equip them with the necessary tools for effective trip planning. However, it is important to note that in many cases, in order to provide more specific location information through an app or digital platform, permission from the user may be required to know their geographic location. This setting is important to ensure the privacy and security of visitors' personal data while also allowing service providers to offer more relevant and useful location-based features. With location permission, apps can provide more accurate guidance and suggest the best route based on the user's position. By integrating maps and location information across digital platforms, attractions not only make it easier for visitors to access them, but also increase the accessibility and convenience of their experience. Digital maps combined with GPS functions and interactive maps can provide more detailed guidance, assist visitors in finding the best route, and help them plan their trip more effectively. This, in turn, contributes to a more enjoyable and stress-free visitor experience, ensuring they can enjoy their visit without any hassles.

Tourist attractions often use virtual reality as an additional attraction or form of promotion. Virtual reality technology provides visitors with an immersive visual recreation of the attraction's construction, considering historical and architectural significance, as well as past exhibitions in museums, cultural centers, or theater performances. With virtual reality, visitors can gain a more immersive and informative perspective on various aspects of the attraction, providing a more engaging and immersive experience. However, the application of virtual reality in tourist attractions also faces several challenges, including the need for high processing speeds. Virtual reality technology requires hardware and software that can quickly handle large and complex graphic data quickly to create a smooth and realistic experience. Limitations in processing speed can result in delays in image rendering, interruptions in the virtual reality experience, or poor visual quality. Therefore, investment in sophisticated technology and good system maintenance are essential to ensuring that virtual reality can function optimally and provide a satisfying experience for visitors. By effectively addressing these drawbacks and integrating virtual reality well into the attraction offering, tourist attractions can leverage this technology to enhance their appeal and offer more innovative and immersive experiences to visitors.

In this new scenario, tourism organizations, both government and private, must remain vigilant and proactive in adopting and implementing the various online strategies available. Digital marketing has become a key factor in increasing the visibility and appeal of tourist destinations in the modern era. With the advancement of technology, various digital marketing tools have emerged as effective strategies for attracting and meeting visitors' expectations. In recent years, a variety of digital marketing tools have emerged as effective strategies. Opening accounts on social media allows organizations to interact directly with their audience, share current content, and build a loyal community of followers. Social media also provides a platform for direct engagement with visitors, answering questions, and sharing important updates. A well-designed website serves as a central information hub, providing details about attractions, services, and how to make reservations or purchase tickets. A user-friendly website makes it simple for visitors to find the information they need and make informed decisions. Additionally, creating a mobile app has become an essential tool in digital marketing, offering features such as ticket booking, interactive maps, and location-based information. Mobile apps allow visitors to access information instantly and easily, enhancing their experience and making it easier to interact with attractions. By effectively leveraging all of these digital marketing tools, tourism organizations can increase their appeal, reach a wider audience, and provide a more connected and responsive experience for visitors.

4. Conclusion

The conclusions of this analysis emphasize the importance of adopting and implementing digital strategies in the management and promotion of tourist attractions to enhance visitor experience and destination appeal. Tourism organizations' websites and social media should provide accurate, up-to-date, and objective information about attractions, event schedules, and activities in order to build a positive image and ensure visitors have easy access to important details. Implementing accessibility features on online platforms, such as alternative text, keyboard-friendly navigation, and screen reader options, is crucial to ensuring digital inclusion for people with disabilities and seniors. Providing content in multiple languages also expands communication and increases international visitor satisfaction. In addition, mobile applications offer convenience in ticket booking, access to location-based information, and real-time notifications about events and offers, supporting more efficient visit planning and enhancing the visitor experience with timely and up-to-date information. Digital maps that are easily accessible and downloaded from websites and social media help visitors plan their trips and reduce confusion when searching for locations, with the integration of GPS features that increase accessibility and convenience of the

experience. Virtual reality technology also plays a significant role in providing immersive experiences that enrich visits through an immersive visual perspective on history, architecture, and exhibits, although it requires investment in advanced technology to ensure optimal quality. A digital marketing strategy that includes the use of social media, well-designed websites, and mobile applications is key to increasing visibility and building a loyal community of followers. Engaging multimedia content, such as photos, videos, and live broadcasts, can increase engagement and appeal to a destination. By effectively leveraging digital technology and providing relevant information and good accessibility, tourism organizations can strengthen the positive image of a destination, attract a wider audience, and provide a more satisfying visitor experience.

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