

WAYS TO USE DIGITAL MARKETING IN SUSTAINABLE TOURISM DEVELOPMENT

Nasibabonu Abdurakhmonovna Akramova

PhD student of department Tourism and hotel management

Bukhara state university, Uzbekistan

e-mail: n.a.akramova@buxdu.uz

<https://doi.org/10.5281/zenodo.15074147>

Abstract: Contemporary technological innovations are essential to the growth of the travel and tourism sector. In particular, digital marketing tools make it possible to regulate tourist travels, promote sustainable tourism, and advertise tourism-related products and services. The tourist industry's sustainable growth is being significantly impacted by digital technologies. The Internet and digital marketing tools are essential for generating tourists, enhancing the value of services, and more effectively planning travel. The successful use of digital marketing in the growth of sustainable tourism will be studied in this thesis.

Keywords: digitalization, marketing tools, sustainable tourism, digital marketing, tourism products, marketing types

Introduction

The tourism sector is also being significantly impacted by the quick growth of new technologies. Digital resources are widely used by travelers for trip planning, booking services, and information searches. One of the most important aspects of advertising travel-related goods and services, fostering client relationships, and guaranteeing long-term company success is digital marketing.

Nowadays, tourism businesses and hotels rely heavily on methods like SEO, social media marketing (SMM), contextual advertising, artificial intelligence (AI), big data (Big Data), and email marketing to draw in customers. The usefulness of adopting digital marketing tools for tourism's sustainable development is examined in this study.

Digital marketing is an efficient instrument for the travel industry to draw customers, build enduring relationships with customers, and enhance service quality. Tourism services are becoming more and more popular thanks to digital marketing tools like social media marketing (SMM), search engine optimization (SEO), contextual advertising (Google Ads, Yandex Direct), artificial intelligence (AI), big data analysis, email marketing, and influencer marketing.

Specifically, hotels and travel agencies can use SEO to rank well in organic search results and draw in more customers if SMM effectively communicates the attractiveness of tourist destinations to the general public. Big data and artificial



intelligence technologies aid in the preparation of customized recommendations, the analysis of visitor behavior, and the guarantee of service customization. As a result, creating and implementing contemporary marketing strategies is crucial for the long-term growth of the travel industry.

Methodology

In this study, a comprehensive scientific and methodological approach was used to study the importance of digital marketing strategies in the sustainable development of tourism. In the study, qualitative and quantitative research methods were combined, and the following methods were chosen as the main direction:

The research includes empirical and theoretical approaches. Empirical research was aimed at studying the impact of digital marketing tools on the tourism sector, while theoretical analyses were analyzed based on existing scientific literature [Kotler & Keller, 2021].

Methods of data collection: analysis of secondary data - scientific articles, reports of state and international organizations, available statistical data on tourism and marketing were reviewed [UNWTO, 2023]. The survey method - surveys were conducted among tourism companies, hotels, and tourists, and the effectiveness of digital marketing tools was assessed [Smith et al., 2020]. In-depth interviews were conducted with industry experts, representatives of tourism organizations, and marketing specialists [Jones & Brown, 2019].

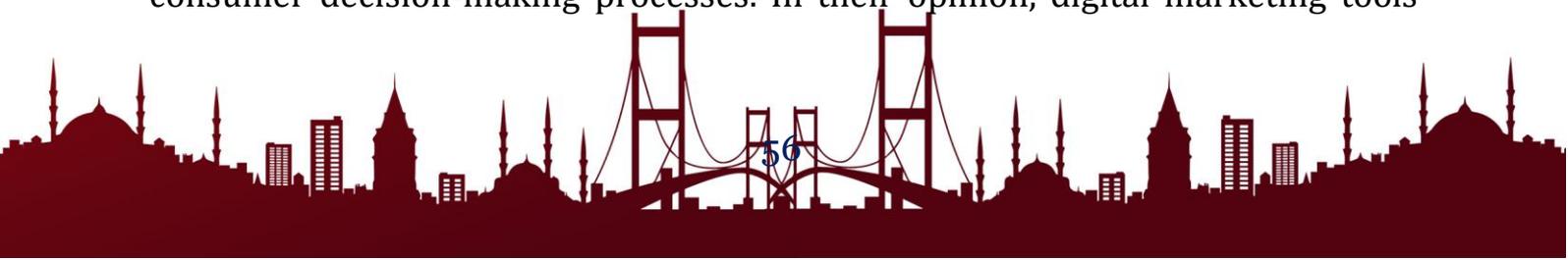
Hotels and travel agencies can utilize the research findings to inform their marketing plans. The role that digital marketing plays in the sustainable growth of the tourism industry will also be better understood by government organizations.

This scientific approach determines how digital marketing may be used effectively in the tourism industry and develops future strategies.

Literature review

Every year, more and more scientific research is being done on the topic of sustainable tourist growth and the part that digital marketing plays in it. Studies on the application of digital marketing techniques, specifically SEO, SMM, contextual advertising, AI, and big data, attest to their beneficial effects on the growth of the travel and tourism sector.

Kotler and Keller (2016) in their research on marketing strategies deeply studied the influence of digital technologies and internet advertising on consumer decision-making processes. In their opinion, digital marketing tools



play an important role in increasing brand awareness and establishing strong relationships with customers.

Buhalis (2020) analyzed the relationship between tourism and technology and proposed scientific approaches to the impact of digital marketing on travelers, its contribution to the development of hotel services, and strategies for attracting clients.

Studies conducted in China, the USA, and European countries show that social media marketing campaigns significantly influence the decision-making process of tourists (Gretzel, Sigala, Xiang, & Koo, 2015). In particular, promoting travel experiences through visual content on platforms such as Instagram, Facebook, and TikTok increases the demand for tourist destinations.

Research on the effectiveness of SEO strategies for tourism companies (Xiang, Magnini, & Fesenmaier, 2011) shows that ranking high in search engines increases the competitiveness of tourism brands. At the same time, it is emphasized that attracting a specific target audience through contextual advertising (Google Ads) is one of the effective ways to attract customers (Chaffey & Smith, 2017).

Artificial intelligence and Big Data analysis play an important role in offering personalized services for tourism companies. In the studies of Buhalis and Amaranggana (2015), methods for predicting customer behavior and adapting tourist services using artificial intelligence were considered. At the same time, it is noted that AI technologies presented by IBM and Google will help improve the quality of service for hotels and travel companies (Ivanov & Webster, 2019).

Main part

This thesis analyzes the role and effectiveness of digital marketing tools in the sustainable development of tourism. Also, based on the experience of Uzbekistan and international experience, the influence and prospects of innovative marketing strategies on tourism will be studied.

The following digital marketing tools play an important role in the tourism industry:

1. Social Media Marketing (SMM): promoting ecotourism, drawing tourists, and marketing regional travel goods.

- Travel-related material is becoming more and more popular on social media sites like Facebook, Instagram, and TikTok.
- Travelers view authentic experiences through SMM and utilize this data to inform their choices.



- Well-known travel locations use social media to build their brand.

2. Contextual advertising (Yandex Direct, Google Ads)

- Display advertisements that are pertinent to the locations and services that travelers are looking for.

- Using targeted advertising campaigns to direct consumers to a certain audience.

3. SEO and Search Engine Marketing (SEM): assisting ecological initiatives and travel agencies in obtaining high search engine ranks.

- Since Google is used by travelers to plan their trips, travel agencies must use SEO to boost organic traffic.

- Boost tourism services' visibility with content marketing and keywords

4. Big Data and artificial intelligence: analyzing visitor behavior and promoting environmental preservation measures.

- Individual proposals are created by examining visitor behavior.

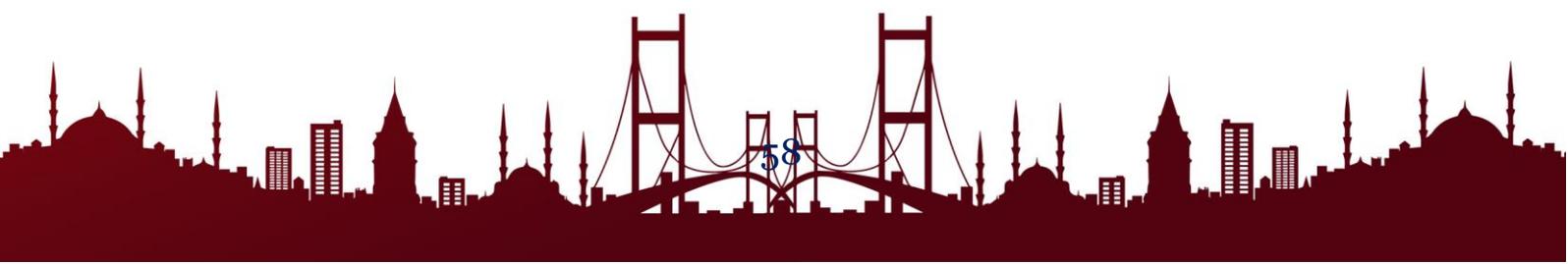
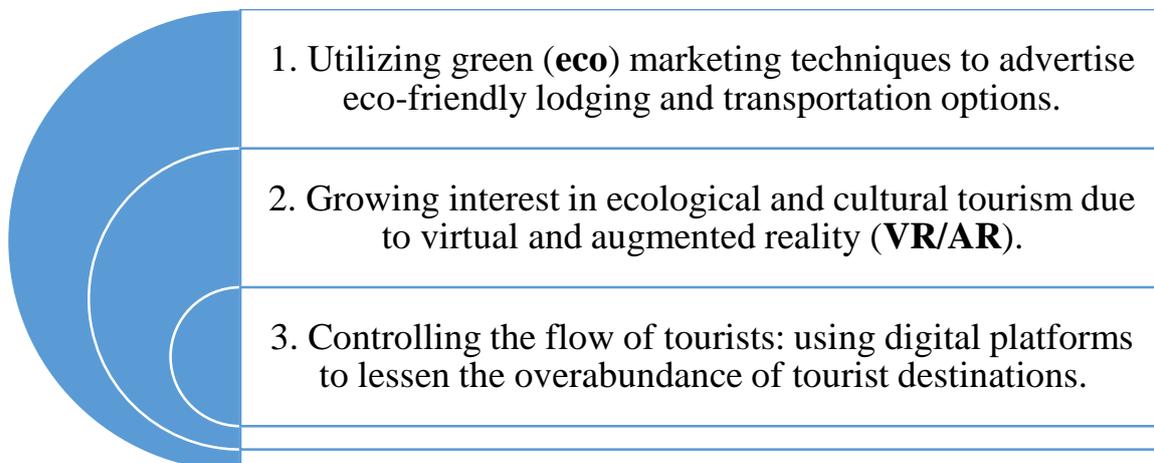
- Putting in place dynamic pricing schemes and providing clients with individualized services.

5. Email-marketing

- Bringing in loyal consumers and sending them deals on a regular basis;

- Offering hotels and travel agents with an efficient line of communication.

Sustainable tourism is a type of socially, economically, and environmentally conscious travel that aims to protect cultural and natural resources for coming generations. Digital marketing technologies are useful for creating sustainable tourism and are crucial in helping travelers make thoughtful trip decisions, supporting local and environmental businesses, and promoting sustainable travel-related goods. The following strategies work well for fostering sustainable tourism:



An summary of the overall situation was given based on the data that was collected. For example, the increasing impact of digital marketing channels is responsible for the estimated 1.2 trillion US dollars in tourism income that was generated globally in 2022. Statistical software was used to process the survey responses and assess their reliability. For instance, in 2022, 85% of tourists said they planned their travels using digital tools including social media, review websites, and online ads. To evaluate the advantages, disadvantages, possibilities, and risks of digital marketing in the travel industry, a SWOT analysis was carried out. For example, Uzbekistan's official tourism website makes it easier for travelers to plan their routes by providing thorough information about lodging, transit alternatives, and visa requirements.

After studying digital marketing strategies in other nations, suggestions specific to the situation in Uzbekistan were created. For instance, using Turkey's experience as a case study, the effect of digital marketing methods on tourism was investigated.

Conclusion

The sustainable growth of tourism is facilitated by the efficient use of digital marketing technologies. Digital technologies are especially crucial for supporting the local economy, preserving cultural heritage, and promoting ecotourism. By enhancing digital marketing tactics, the tourism sector may grow even more in the future.

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