

Digital Marketing and Cultural Heritage: A Comparative Study of the Impact of Digital Content on Travel Intention

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Abstract:

This study explores the pivotal role of digital marketing in promoting cultural heritage tourism, a field gaining increasing relevance amid global digital transformation. Despite growing interest, a gap remains in understanding how digital strategies perform across diverse cultural and technological contexts. Aiming to bridge this gap, the research examines the influence of digital tools on tourists' travel intentions through comparative case studies from Taiwan, Algeria, and other global destinations. Using a qualitative, interpretive approach, the study analyzes how factors like platform preferences, audience engagement, and institutional support shape marketing effectiveness. Findings reveal that while digitalization enhances trust and engagement, its impact varies significantly by context. The main takeaway emphasizes the need for culturally adaptive digital marketing strategies that harness both technological innovation and local relevance to maximize tourism potential and enrich heritage experiences.

Keywords: Cultural heritage, Cultural tourism, Digital marketing, Virtual tours

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1. INTRODUCTION

Cultural heritage is one of the vital pillars of the identity of peoples and countries, as it is considered a deep expression of the values, traditions and legacies that distinguish each society from others. Cultural heritage is not limited to the symbolic or identity aspect. However, it is also an essential element that contributes to strengthening the national economy by attracting tourists, revitalizing the associated industries, and providing employment opportunities. In this context, cultural industries are witnessing increasing development and interest at the local and international levels due to their ability to link the cultural dimension and the economic and social dimension of development. UNESCO has confirmed in this context that cultural products are not just consumer goods but are carriers of identities. They embody people's cultural values (UNESCO, 2015), giving them a pivotal position in achieving sustainable development.

In light of the technological development in recent years, digital marketing has emerged as a crucial tool to promote and preserve cultural heritage by highlighting and disseminating cultural heritage through digital means, including content marketing, social media, online advertising, search engine optimization (SEO) and others (Kotler & Gertner,

2002). Digital marketing is thus not only a tool for economic development but a bridge between cultural heritage and a modern audience, a major contributor to the promotion of both domestic and international tourism (UNWTO, 2018), and a critical component of any successful marketing strategy.

Digital marketing is a tool that can bridge the gap between cultural heritage and the modern audience, thus promoting tourism and helping cultural institutions ensure greater participation by young people who represent the most important audience for marketing this product. Digital marketing therefore not only preserves and promotes cultural identity, but it also directly contributes to increasing travel intent and stimulating both domestic and international tourism. By enabling potential travelers to experience heritage virtually, build emotional connections, and gather relevant information online, digital campaigns serve as precursors to real-world travel decisions. This study investigates these dynamics, aiming to understand how digital marketing drives interest, intention, and action among diverse tourist groups.

Digital marketing tools can increase participation in creating value for young adult customers who seek meaningful, transformative experiences, challenging the traditional processes of the cultural industry (Carignani et al., 2023). Digital marketing can also help cultural institutions overcome inefficiencies in marketing their products and services, a major challenge for most cultural institutions. From this standpoint, we have the following problem:

How does digital marketing of cultural heritage contribute to enhancing travel intent and stimulating tourism at the local and international levels?

Sub-questions:

- How do digital platforms contribute to the marketing of culture in tourist destinations?
- What is the nature of the relationship between the use of digital platforms and increased interaction with cultural heritage?
- How influential are the characteristics of digital platforms (interactive, multimedia ...) on cultural promotion?
- Does the effectiveness of digital platforms in cultural marketing vary between different contexts (Taiwan, Algeria, others)?
- How do the types of digital platforms (social media, websites, videos, applications ...) affect the effectiveness of cultural marketing?

These sub-questions guide the analysis of how digital platforms shape cultural perceptions, impact user engagement, and ultimately influence travel-related decisions. Addressing these points allows us to evaluate the effectiveness of various platforms and strategies across different cultural and geographic contexts.

Hypotheses of the study:

- There is a positive relationship between the use of digital platforms and increased awareness of cultural heritage.

- Multimedia platforms (photos, video, audio ...) Achieve greater interaction with visitors.
- Digital cultural marketing strategies vary depending on the cultural and social context of the destination.
- Interactive platforms (e.g. social media) achieve better audience engagement results than static platforms (e.g. official websites).
- The type of digital platform influences cultural interaction (e.g., video reinforces emotions more than text).

This study also seeks to achieve a set of objectives related to enhancing understanding of the role of digital marketing in the field of cultural heritage by shedding light on the nature of digital marketing and its various practices used in promoting cultural heritage. It also aims to review examples and case studies of successful campaigns for a group of countries, allowing us to identify the most prominent success factors and lessons learned from them. In light of these analyses, the study seeks to provide practical recommendations and strategies to enhance and activate digital marketing tools and strategies in the cultural heritage sector, thus raising awareness and demand for this vital component of national identity.

The study's importance lies in demonstrating how digital marketing tools such as social media, virtual tours, and email marketing can help cultural heritage organizations reach wider audiences and demonstrate the uniqueness of cultural heritage to invigorate tourism.

The study also relied on a dual methodology that combines quantitative and qualitative analysis. The quantitative approach was employed through the analysis of statistical data. In contrast, the qualitative approach was employed by analyzing the content of previous studies, especially the Taiwanese study that is the subject of comparison, in addition to the thematic analysis in reading the qualitative results.

2. Theoretical Framework

Digital marketing of cultural heritage is based on several theories, the most prominent of which is the theory of experiential marketing, which focuses on creating positive experiences for consumers through interaction with the brand (Schmitt, 1999). Digital identity theory also shows how brands build their digital identity using marketing (Labrecque et al., 2011). It also includes the concept theory of cultural narratives that include stories, values, and beliefs that shape culture, as they affect how people perceive and deal with brands. By acknowledging these narratives, marketers can design campaigns that resonate deeply with the public, fostering increased engagement and customer loyalty (Ludymilla, 2023); the historic urban landscape approach theory involves engaging a wider community in the preservation of cultural heritage sites. Social media is one of the most important platforms for this trend (Liang et al., 2021); digital storytelling is also emerging as the most appropriate way to deliver content in the digital age. Digital storytelling combines visual communication (slide shows, videos or animations) with the narrative structure to create an immersive experience for the audience (Paolini & Di Blas, 2014); in general, these theories and methods can help marketers design campaigns that resonate deeply with the audience, increasing customer engagement and loyalty.

2.1 Digital Marketing Overview,

Digital marketing refers to using digital channels, such as social media, search engines, email, websites and other tools. It is defined as a marketing activity that uses the Internet and electronic means to promote products, services, and ideas (Chaffey & Smith, 2017). Digital marketing also includes preserving intangible heritage sites by adopting social media platforms, websites and smart applications to spread awareness about cultural heritage and enhance its attractiveness to the public. Digital marketing can help cultural heritage organizations reach and engage with a wider audience more meaningfully. For example, digital marketing promotes virtual tours of cultural heritage sites, online exhibitions, and educational resources. It can also raise awareness about preserving cultural heritage and encourage the community to support organizations in this area (Carignani et al., 2023; Veghes, 2020).

Digital marketing has seen tremendous developments with technological advances. After the advent and spread of the Internet, marketing strategies shifted from focusing on traditional marketing to relying on e-marketing through websites and email. Then, with the advent of social media, digital marketing evolved to include content marketing and targeted advertising via platforms such as Facebook, Instagram, TikTok, and others (Ryan & Jones, 2009). With the advent of these new technologies, cultural institutions have been able to reach a wider audience and engage with them more effectively.

2.2 Content Marketing,

Digital content marketing relies on storytelling and content production that highlights the uniqueness of cultural heritage. Through videos, blogs and social media, the value and importance of cultural heritage can be attractively communicated to the audience. Storytelling and content creation are also essential elements in the digital marketing of cultural heritage. Digital storytelling can be used to create immersive experiences that demonstrate the uniqueness of cultural heritage, and the use of digital storytelling to bring cultural values and heritage to foreigners, friends and young generations for dissemination, transmission and preservation (Zort et al., 2023); moreover, the use of multimedia communications and interactive multimedia can create a virtual tour of cultural heritage sites, online exhibitions and educational resources (Paolini & Di Blas, 2014); the use of visual imagery is a key strength of the cultural heritage sector, and long written or spoken narratives can be illustrated with photos and videos.

2.3 Social Media Marketing,

Social media platforms provide an opportunity for individuals and entities to share and preserve cultural heritage through content creation and dissemination, and social media can be used to promote cultural heritage by raising awareness about targeted sites, events, and cultural initiatives and engaging with potential tourist audiences (Chris G. Chiotis, 2023). By creating and sharing content related to cultural events, individuals and entities can attract a larger audience through targeted marketing campaigns on Facebook, Instagram, and others, and they can reach specific segments and stimulate their interest in this field. We find that cultural organizations increasingly benefit from these platforms in their activities, as social media is considered a marketing tool in the first place (Cui et al., 2023; Felix et al.,

2017). In this way, digital marketing provides effective tools to highlight cultural heritage and attract tourists to it.

2.4 Digital Marketing Practices for Cultural Heritage,

Digital marketing practices can play an important role in promoting and revitalizing the cultural heritage of tourism locally and internationally. Several steps can help in this, including improving search engine ranking (SEO) and search engine marketing (SEM), as this plays an important role in increasing the reach and visibility of websites for cultural institutions (Ashley & Tuten, 2015), as SEO includes working on the content and structure of the website to obtain a higher ranking in the search engine results pages, while search engine marketing (SEM) includes paid ads to increase its visibility using keywords and adjusting keywords and related phrases, which leads to raising the ranking of cultural heritage sites on search engines and attracting more visitors (Armutcu et al., 2023; Souzan, 2022).

Digital marketing practices, especially through social media and mobile applications, have proven to be powerful tools in promoting cultural tourism by creating virtual experiences and enhancing accessibility to cultural content. Interactive platforms such as virtual tours and augmented reality also provide excellent ways to engage users and provide them with engaging and immersive experiences (Jung et al., 2016; Mekideche et al., 2025). For example, virtual tours are used to display cultural heritage sites and objects, while augmented reality can enhance the visitor experience by providing additional information and context. These platforms can help cultural heritage sites reach a wider audience and give visitors a more engaging and memorable experience. The integration of digital technologies, particularly in the form of interactive websites and social media platforms, has revolutionized the way heritage sites are marketed to global audiences, making cultural experiences more engaging and personalized (Mekideche & Bouaza, 2024; Visser, 2014).

Email marketing can use targeted campaigns to promote cultural heritage events and sites, promote awareness, and encourage visits by sending personalized emails to targeted email lists (Benina & Maja, 2020). By tailoring content to specific audiences, cultural heritage organizations can increase participation and attract more visits to their sites, promote special offers and discounts, as well as provide updates on new exhibitions and events (Joslyn, 2022); thus, diverse digital marketing practices provide effective ways to promote cultural heritage and increase its attractiveness and accessibility.

Ultimately, these digital marketing practices - when strategically implemented - do more than promote awareness. They actively shape tourists' expectations, reduce uncertainty, and build emotional anticipation, which are critical factors in forming travel intent. A strong digital presence can therefore serve as a psychological trigger that transforms cultural curiosity into actual visitation.

3. Case studies

Case studies are an important tool for understanding digital marketing applications in the field of cultural heritage across different contexts. By analyzing successful models from diverse countries, strategies can be highlighted, challenges overcome, and the effectiveness of digital means in promoting and preserving cultural heritage. This is shown in the following:

3.1 Algeria,

One example of the success of the digital marketing campaign from within Algeria is the digitization campaign of the Algerian cultural heritage, such as the digitization of manuscripts and rare books by the Algerian National Library, which has become necessary due to the physical damage to heritage sites. The study suggested that digitization can contribute to the preservation and accessibility of cultural heritage but also poses challenges such as funding, technical expertise and copyright issues. The National Library overcame these challenges through partnerships with various institutions and the use of open-source software. The study concludes that digitization can be a valuable tool for preserving and sharing cultural heritage but requires careful planning and collaboration. (Ghamouh & Boulahlib, 2015) Therefore, it turns out that this study's successes are not limited to cultural heritage but also show the possibility of successful digital marketing campaigns in Algeria and various fields.

3.2 Taiwan,

A case study of the old town of Zuoying in Taiwan evaluated the visitor's experience of digital interpretation and presentation techniques at cultural heritage sites, as the selected landmark is an important cultural heritage site with a rich history spanning different periods, making it a valuable cultural asset in Taiwan. The study evaluated responses from more than 90 participants, collected data on demographics, interests and experiences of visiting former heritage sites, and found that digital technologies have been widely used in cultural heritage, becoming a strong supporter in the interpretation and presentation of heritage. The field study methodology was used through questionnaires and self-managed interviews to collect quantitative and qualitative data on visitors' experiences. Most participants were females, with a predominant interest in history and culture, and a high percentage of participants had prior experience visiting heritage sites. The study also explored visitor expectations, revealing high anticipation of digital display experiences (Liu, 2020); Figure 1 illustrates the experience.

Fig.1. Graphic showing the difference between the true picture of the teacher and the virtual picture

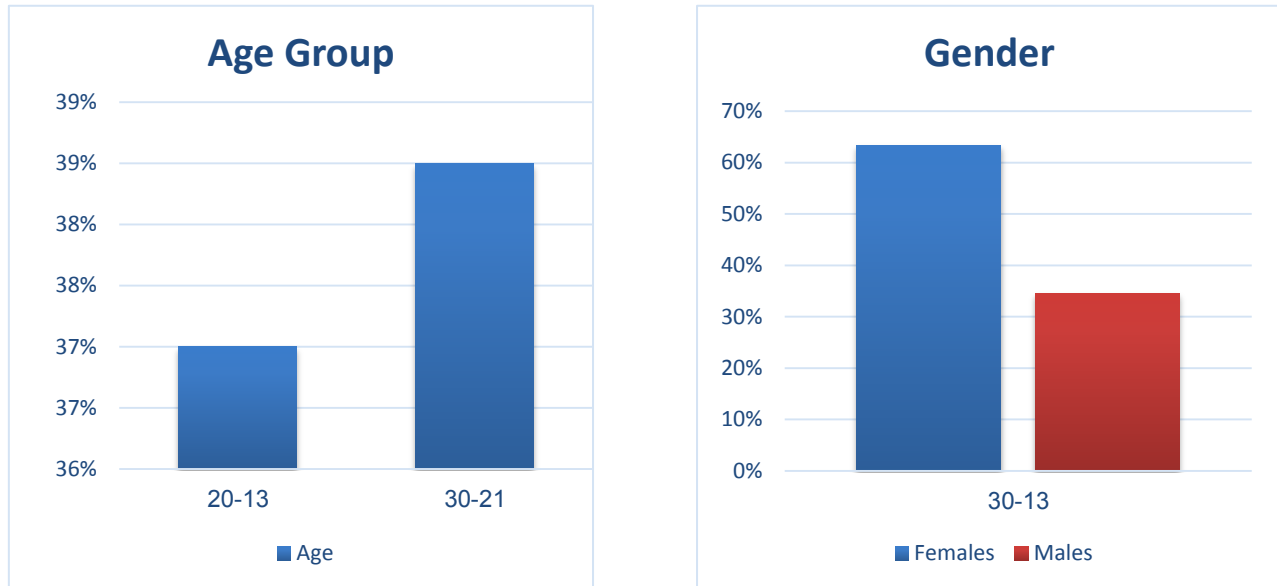


Source: <https://built-heritage.springeropen.com/articles/10.1186/s43238-020-00016-4>

The analysis of the participants' digital presentation experience touched on the positive impact on the group's interest in historical participation. Moreover, the study highlighted the

desire of the participants, especially the younger population, to deal with different digital display settings frequently; the results indicate that digital technologies play a crucial role in enhancing the overall visitor experience at cultural heritage sites, attracting a diverse audience with a particular appeal to the younger and tech-savvy demographer.

Fig.2. Brief overview of the statistical results mentioned in the text



Source: Prepared by researchers based on the above sources

Demographics:

- 63.4% of participants are female.
- 34.6% of participants are male.
- 37% is the percentage of participants aged 13 to 20 years.
- 38.5% is the percentage of participants aged 21 to 30 years.

Fig.3. Main concerns



History (51.6%), Culture (64.2%), Architecture (50.6%), Cultural Heritage (50.6%)

Source: Prepared by researchers based on the above sources

Visit Experience:

- 87% of participants have previous experience visiting heritage sites.
- 59.3% Most participants visited 1 out of 5 different locations.

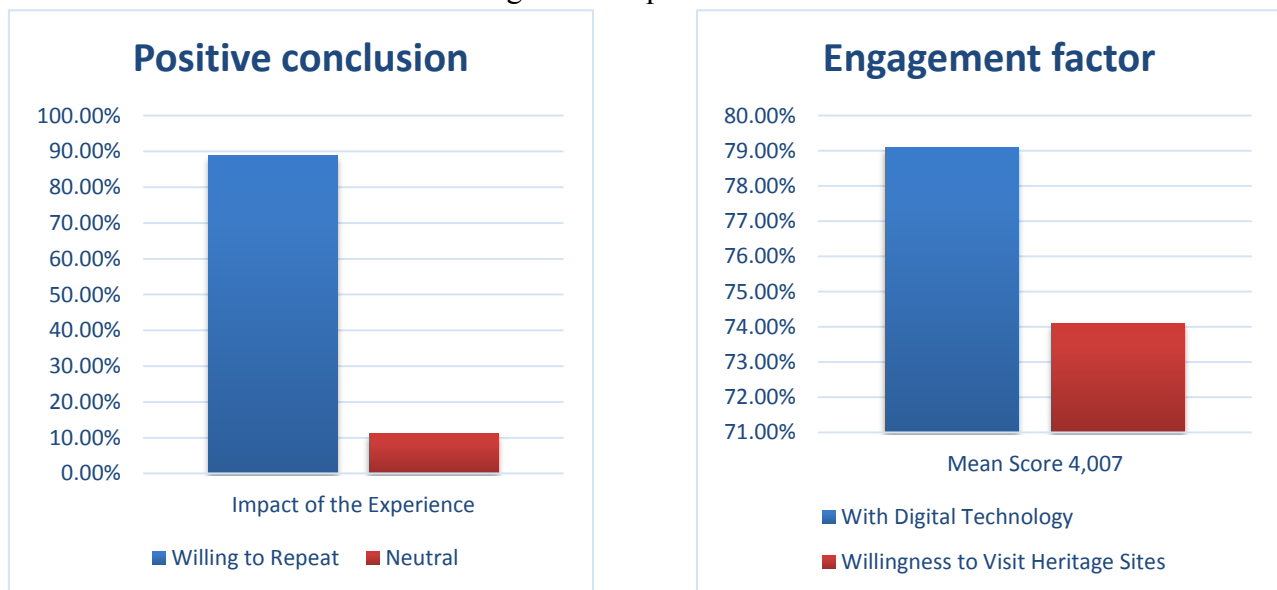
Expectations and Knowledge:

- 30.8% Interest in learning about heritage, history and culture.
- 74.1% were willing to spend time exploring digital display areas.

Digital Display Experience:

- 76.5% of participants found the digital display experience immersive.
- 66.7% of participants are willing to explore digital content frequently.

Fig.4. Participation factor



79.1% agree and strongly agree that digital technologies have contributed to a sense of historical engagement. 74.1% is the percentage of desire to visit heritage sites.

Source: Prepared by researchers based on the above sources

Digital Display Experience Summary:

- The three most frequently reported feelings among the participants after the experiment were that they were vivid, sexy, and attractive.
- Dynamic displays of digital technologies have been described as more interactive, motivational, and realistic, making understanding historical events much easier.
- Participants praised the importance of interaction and the fact that most performances at heritage sites offer a one-way experience. They found it more impressive to have a sense of participation.

The outputs of the Taiwanese study show that more than 70% of respondents are affected by short visual content on social media, indicating that promotional videos are a major catalyst for travel intention. The qualitative analysis attached to the study also showed that tourists prefer content that presents real experiences over direct advertising content; when comparing the results of the Taiwanese study with the results of studies in other contexts, it turns out that there is a similarity in the pivotal role of digital marketing in influencing travel intentions. However, cultural differences lead to differences in the response of tourists. For example, the Taiwanese study showed that interactive content has a

greater impact compared to traditional advertising, while studies in Arab contexts showed a preference for social recommendations. The generalizability of the results also varies according to cultural and demographic characteristics. While the results in the Taiwanese context show a high reliance on local media such as the Internet, Arab tourists prefer global platforms such as Instagram or TikTok. We explain this in the following table:

Table 1. Comparison of contexts (Taiwan, Algeria, others)

Item	Taiwan	Algeria	Other destinations (Japan, France)
Digital Architecture Level	High	Moderate to Low	Varies by country
Type of platforms most used	Social media + Augmented Reality Apps	Facebook + official websites	Diverse (YouTube, TikTok, Google Arts).
Degree of local audience engagement	high	Medium	High in countries with a digital culture
Cultural Organizations	Strong and organized	Limited and poorly funded	Varies by cultural policies
Integrating technology into the heritage experience	Wide (digital galleries, VR)	Limited	Advanced in some countries (e.g. Japan)

Source: Prepared by Researchers

The above results showed a range of negative and positive conclusions related to using digital technologies to present cultural heritage. Among the negative observations made by some participants were complaints regarding problems with the support equipment and devices used, as it was pointed out that the hand-held devices were heavy and uncomfortable due to their design and height. Criticism was also raised about the excessive overlap of dynamic elements in the performances, as it was considered that too much movement while viewing the content might hinder the understanding of the historical material presented. In addition, suggestions have been made to improve some aspects of digital content, especially historical material.

On the positive side, most participants reported that digital technologies were effective and contributed to deepening their understanding of the heritage site and increased their desire to research and learn more about heritage. Many individuals expressed enthusiasm for sharing their experiences with others, as they found the presentation distinctive. It is also remarkable that about 88.9% of the participants expressed willingness to use digital display devices and technologies when visiting other heritage sites.

These statistics provide insight into the composition, interests, and experiences of the participants about the digital marketing presentation settings of the cultural heritage site; as an example of successful digital marketing campaigns in the tourism industry and the promotion of cultural heritage, we mention the Turkish Airlines' Turkey is a Wonderland campaign, which was launched on various social media platforms on October 5, 2023 and became the most popular video by users in search engines and included stunning views of Turkey (Turkish, 2023); as well as the #Meet South Africa campaign of tourism in South

Africa, which invited 14 bloggers for international travel to the country, dividing them into four different routes covering the nine provinces of South Africa (Antevenio, 2019).

4. RESULTS AND DISCUSSION

The three case studies analyzed yielded convergent and complementary results simultaneously, reinforcing the credibility of the explanatory style used in this research. The results showed that tourism digitalization - including the use of digital platforms, artificial intelligence, and data analytics - played a pivotal role in influencing tourists' travel intentions, both by improving the pre-trip experience (research, booking, and interaction) and by building trust through reliable and personalized digital content. In the first study, which represented a digitally advanced European destination, we observed that the availability of smart tools to personalize tourism recommendations increased individuals' motivation to travel. In the second study, which represented an Asian destination with a medium level of digitalization, the results showed that interaction with digital influencers and social media played a compensatory role in influencing intentions, especially among younger age groups. In the third case, representing an emerging digital Arab destination, the greatest reliance was on government initiatives for digital transformation. It was observed that official digital messages enhanced feelings of security and stimulated the desire to travel, especially after the COVID-19 pandemic. Through comparative analysis, it can be concluded that digitalization indirectly affects travel intentions through intermediary variables such as trust, perceived safety, and perceived attractiveness of the destination, with relative differences in the strength of the effect depending on the cultural and technological context of the destination under study. This comparative analysis confirms that digital marketing has a measurable impact on travel intent by building trust, stimulating curiosity, and offering interactive pre-visit experiences. Regardless of destination, the presence of compelling digital content - especially immersive or emotionally resonant material - influences tourists' decisions to choose one location over another. Therefore, effective digital cultural marketing is not merely promotional; it is transformational in shaping travel behavior.

In light of these results, it is necessary to point out some limitations that may affect how these findings can be generalized or applied across different research or geographical contexts. The most prominent of these limitations are the following:

- Limited generalization: Since the study relies on specific cases that are not representative of all geographical or cultural contexts, generalizing the results to other destinations should be done cautiously.
- The levels of digitization vary between countries; the degree of tourism digitization varies from one destination to another, which affects the applicability of the same results to less technologically advanced destinations or with weak digital infrastructure.
- Difficulty measuring travel intent as an indirect concept: Travel intent is an intangible psychological variable that may be influenced by many difficult factors to control or measure accurately, such as momentary changes in mood or sudden

economic conditions.

4.1 Challenges and Opportunities:

Cultural heritage institutions face several challenges in digital marketing. A key challenge is to preserve digital content over time, which includes sounds, images, text, datasets, web content, and emerging forms of culture such as software-based art, 3D experiences, and more (Kara et al., 2021). Another challenge is the lack of updates in hardware and software used by many organizations in the field, which can limit the efficiency of processing, tracking, and archiving digital heritage (Helen, 2020). In addition, there are issues related to the complexities of copyright, the commodification of cultural knowledge, and the bias of the West in shaping policies (Wagner & Clippele, 2023). On the other hand, the lack of necessary resources and expertise, the difficulty of reaching the target audience, and the lack of high-quality digital content cause another obstacle (Bauerly et al., 2005). They also face the challenge of measuring the effectiveness of their digital marketing campaigns (Kultalahti & Viitala, 2014); the digital divide between urban and rural areas leads to unequal access to heritage-related digital resources and services. Poor coordination between digital cultural actors also hinders unified documentation and marketing efforts, reducing the intended impact of digital campaigns.

Despite the aforementioned challenges, there are many opportunities to grow and improve practices in the cultural heritage sector, one of which is to develop an effective digital content strategy, which can help heritage organizations create and disseminate content to a large and diverse audience, build brand awareness, and generate new leads and partnerships (Ruth, 2022). Using modern digital technologies such as virtual tours, augmented reality and 3D technologies to preserve and enhance cultural heritage is also an excellent opportunity (Joslyn, 2022). In addition, social media and targeted email campaigns can help promote events and locations, connect with potential tourists, and raise awareness about cultural heritage preservation (Souzan, 2022). Opportunities also include adopting the concept of experiential marketing to create distinctive experiences for visitors and using data and artificial intelligence to better customize content and measure results (Taiminen & Ranaweera, 2020). Partnerships with other institutions can also be leveraged to enhance digital marketing capabilities (Vassiliadis & Piper, 2013); besides, the sector can benefit from international funding and initiatives supporting digital transformation in the cultural field, especially those provided by global organizations. The growing interest of audiences, especially young people, in digital experiences opens new horizons to attract a wider audience and promote community participation in heritage preservation.

4.2 Strategic Recommendations:

Strategic recommendations can serve as an effective roadmap for cultural heritage institutions to enhance their digital presence and increase their impact in the tourism community and market. A qualitative shift in how cultural heritage is displayed and interacted with can be achieved by adopting an integrative approach that combines various digital marketing tools and techniques, building human capacity, and developing supportive policies. In this context, this study proposes three main recommendations, including a marketing mix of cultural tourism, capacity building, and policy development, as follows:

- ✓ Marketing mix of cultural tourism: It is important to effectively integrate different digital marketing practices; cultural heritage institutions can adopt a digital marketing mix strategy such as SEO, content marketing, social media marketing, and interactive platforms taking into account the integration between them (Marin-Pantelescu et al., 2019), which are strategies that focus on the seven elements of the tourism industry, including product, price, place, promotion, people, processes, and the physical environment (Kumar, 2021). The marketing mix of cultural tourism must also consider the unique aspects of the cultural heritage sector, such as the importance of storytelling, visual imagery and immersive experiences. Through digital platforms such as social media, email marketing, and virtual tours, cultural heritage institutions can create and disseminate content to a large and diverse audience, build brand awareness, and create new leads and partnerships (Tourism Tiger, 2023).
- ✓ Capacity building: To develop digital marketing skills among cultural heritage custodians, training courses and workshops can be held to develop the skills of digital marketing practitioners by encouraging partnerships with academic institutions, which can be done online (Ashworth & Page, 2011). The World Heritage Capacity Building Strategy is another initiative to strengthen the capacities of heritage practitioners, institutions, networks and other communities (ICCROM, 2021). These initiatives can contribute to developing skills to effectively use digital marketing practices to promote and preserve cultural heritage.

Policy development: Governments and relevant organizations can develop supportive policies that encourage the digital marketing of cultural heritage. Like allocating funding for digital transformation in cultural institutions and integrating digital marketing into national tourism development strategies, public policy interventions should aim to support the digitization of cultural experiences to help address future uncertainty. Adapt policies to non-traditional business models that characterize the cultural sector. Certainly, the form of measures and assistance provided can vary. However, priority should be given to two objectives: ensuring the survival of companies, organizations, employees and artists that make access to culture possible and supporting the digitization of cultural experiences (Ricard, 2022). Policies can also be developed to address issues related to the complexities of copyright and the commodification of cultural knowledge (Kumar, 2021). The role of governments is to provide funding and other support for implementing digital marketing strategies and capacity-building initiatives. Develop policies in consultation with cultural heritage institutions and stakeholders to ensure they are effective and beneficial.

5. CONCLUSION

The purpose of this study was to investigate the role of digital marketing in enhancing the visibility and attractiveness of cultural heritage sites, particularly in the context of tourism. By analyzing diverse case studies from Taiwan, Algeria, and other global destinations, the research sought to understand how digital tools -ranging from social media to immersive technologies- can influence travelers' intentions and reshape heritage

consumption. The findings respond to a clear gap in literature by offering a cross-cultural perspective on the effectiveness of digital strategies in promoting cultural tourism, particularly in underrepresented or digitally emerging regions. The study revealed that while digitization consistently contributes to increasing trust, perceived safety, and engagement, its impact varies based on contextual factors such as technological infrastructure, cultural preferences, and institutional support. These insights underscore the need for tailored digital marketing strategies that respect cultural nuances and leverage local strengths. Looking ahead, this research opens new avenues for exploring how AI personalization, gamification, and virtual reality might further revolutionize heritage tourism - inviting cultural institutions, policymakers, and marketers to reimagine the future of storytelling in ways that are both globally resonant and locally grounded.

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