

Successful global experiences in implementing digital marketing to improve tourism services

Expériences mondiales réussies dans la mise en œuvre du marketing numérique pour améliorer les services touristiques.

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Abstract:

This study aims to identify the importance of Digital Marketing in tourism industry and its role in providing the tourism services by highlighting examples of the most successful experiences on implementing Digital Marketing to improve tourism services.

This study concluded that Digital Marketing must be applied in different types of tourism services by using technological techniques in order to achieve the tourism organizations' goals such as continuity of the organization in business and the tourists and visitors' satisfaction.

Keywords: Digital Marketing, Tourism, Tourism Services

JEL Classification Codes : R41, M31

Abstract :

Cette étude vise à identifier l'importance du marketing numérique dans l'industrie du tourisme et son rôle dans la fourniture de services touristiques, en mettant en évidence des exemples d'expériences réussies de mise en œuvre du marketing numérique pour améliorer les services touristiques.

Cette étude a conclu que le marketing numérique doit être appliqué à différents types de services touristiques en utilisant des techniques technologiques afin d'atteindre les objectifs des organisations touristiques, tels que la pérennité de l'organisation et la satisfaction des touristes et des visiteurs.

Mots clés : Marketing numérique, Tourisme, Services touristiques.

Code de classification Jel : R41, M31

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Introduction

With the continuous technological development, a new concept of marketing appeared which is called Digital Marketing, and the organization had to adopt this concept in their business and in marketing their products and services in different sectors, especially with the intensification of competition in the market.

Among these sectors we are going to talk in this paper about the tourism industry, where different tourism organization that provides tourism services cannot abandon Digital Marketing in providing their services to the tourist, to keep up with the changes that happening in the market and compete with other tourism organizations and enterprises to ensure their continuity, Digital Marketing has led tourism services to diversify and develop

So, what is the role that Digital Marketing played in tourism industry all over the world?

The importance of this study is to highlighting the active and the important role that Digital Marketing played to improve the tourism services, and highlighting the most prominent examples and experiences all over the world about the implementation of Digital Marketing in order to provide the tourism services.

And the main objective of this study is recognizing the role of Digital Marketing especially in the tourism industry, and to achieve that we divided the study into 3 parts which are:

- I. Theoretical part about Digital Marketing
- II. Theoretical part about tourisme services
- III. Global experiences about the implementation of Digital Marketing in tourism services

I. Digital Marketing

1. Digital Marketing definition

Some of Digital Marketing definitions are listed in the table bellow:

Figure 1 : Digital Marketing Definition

	The definition	Source
1	<i>Is the application of digital media data and technology integrated with traditional communication to achieve marketing objectives.</i>	(Dave chaffy)

2	According to JDN (Journal Du Net) The Digital Marketing is using the digital channels to sell a product or promoting a brand to the consumers.	(JDN, 2021)
3	According Digital Marketing Institute, Digital Marketing is the use of digital technologies to create, measurable, targeted communication and helps to acquire and retain customers while building deeper relationships.	(شافية، 2022)

We can see from the table (Figure 1) that all the definitions related the Digital Marketing with the using of the digital technologies, the JDN definition is so specific because it about how to get a product to as many consumers as possible and promote it by using technology, also the Digital Marketing Institute definition mentioned how easy to build a strong relationship with customers.

So according to our analysis we can say that: ***"Digital Marketing is the using and the application of the digital technologies in business to perform the necessary Marketing process in order to achieve the Marketing objectives"***.

2. Digital Marketing importance

The importance of Digital Marketing includes (TEROKEET, 2022):

2.1. Increased brand awareness : Digital Marketing helps you reach a larger audience more quickly and efficiently than traditional marketing methods

2.2. Lower Customer Acquisition cost : Which represents the total amount of money your business spends on average to acquire a new customer.

2.3. Automate marketing activities : And this helps to axecute your marketing campaigns faster, some ways to automate your Digital Marketing :

- ☐ Schedule your social media posts in advance ;
- ☐ Automate the delivery of email sequences ;
- ☐ Salvage abandoned shopping carts ;
- ☐ Create workflows to automate lead scoring, lead nurturing, customer follow-up, etc.

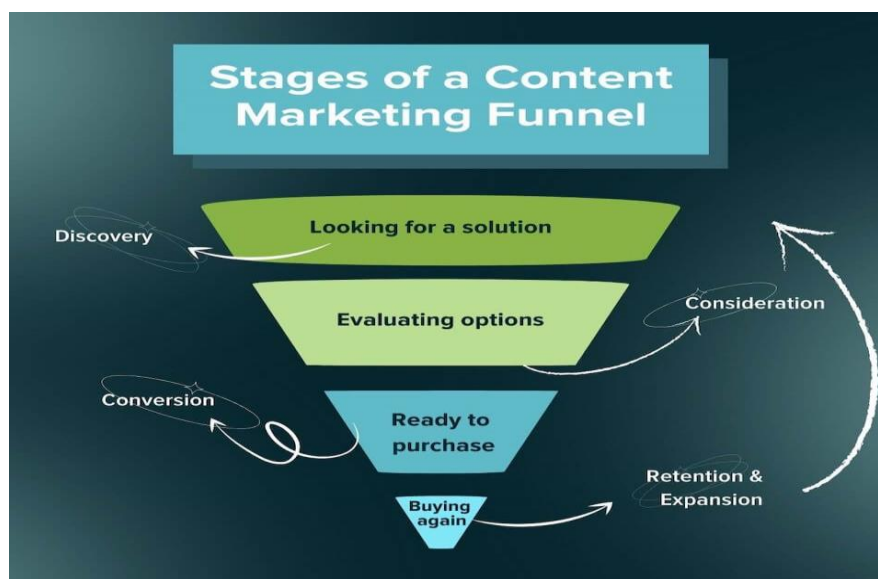
2.4. easy personalization and customization: Digital Marketing helps you to target specific audience and create a specific content for them.

2.5. improved lead generation : Digital Marketing offers an important advantage when it comes to lead generation, Digital Marketing makes it easier for potential customers to find your brand.

2.6. improved brand reputation : Few things are more important than your brand's reputation. Approximately 91% of consumers are more likely to buy from a brand with positive online reviews. Meanwhile, 82% confirm they're less likely to purchase from an organization with negative reviews. In today's digital-first environment, a few bad reviews or some negative press can cost a brand millions in sales. For example, 85% of customers treat online the same way they treat word-of-mouth recommendations.

2.7. Target the entire marketing funnel : With digital marketing, you can target every stage of the marketing funnel (TOFU, MOFU, BOFU) far more easily than with offline marketing. For top-of-the-funnel (TOFU), run campaigns that capture the interest of specific audiences. Your market mix could include SEO, digital PR, and content marketing. If your goal is to nurture interested prospects to until they're ready to buy from you, a middle-of-the-funnel (MOFU) campaign can help you do just that. Include webinars, white papers, email marketing, and lead nurturing workflows as well as retargeting ad campaigns in your MOFU mix. And if you want to increase conversion rates, customer loyalty, and repeat purchases, bottom-of-the-funnel (BOFU) marketing can help there. Your BOFU market mix might include online calculators, ads, coupons, loyalty programs, upsells, cross-sells, and post-purchase emails.

Figure (2) : Stages of a content marketing funnel



Source : terakeet.com

2.8. Reach customers who are ready to act : Digital marketing puts you in a position to reach customers who are ready to act. Depending on where they are in the customer journey, they might want to sign up for a free trial or request more information. Or, perhaps they already purchased and might want to refer a friend in exchange for a discount.

2.9. Sophisticated tracking and measurement : To achieve positive marketing ROI, establish key metrics and track performance. This allows you to determine which campaigns and channels are most effective so you can improve your overall marketing plan. Unlike traditional advertising (radio, print ads, billboards, etc.), digital marketing allows you to track every single aspect of your marketing.

2.10. Adapt to changing customer behavior : Customer behavior is always changing, and that means your marketing strategies should evolve as well. If you don't keep up with consumer preferences, then your marketing activities could become outdated and ineffective. Digital marketing lets you adapt to these changes with behavioral marketing strategies.

2.11. Scale your marketing : One significant benefit of digital marketing is that it evens the playing field and allows you to scale your efforts as you grow. In fact, even savvy small business owners and startups can find the means to compete with ecommerce giants like Amazon with the right digital marketing plan in place. On the other hand, traditional marketing such as TV, radio, or print ads can be difficult and expensive to scale. Furthermore, if you operate multiple brick-and-mortar locations, there's simply a physical obstacle to scaling quickly. With digital marketing, though, you can expand your marketing efforts in a much more seamless and cost-effective way.

3. Digital Marketing Tools : Usage and Effectiveness

Generally, digital marketing contains three important elements: content (articles, blog posts, publications, e-books, research, copy of a sales page, social networking campaigns, search engine optimization "SEO"); design (inclusion of images and photos for content, infographics, schema, photos, videos); statistics (analytics, key performance metrics, goals and objectives, conversion channels, customer LTVs).

Following are some of most common digital marketing tactics and the channels concerned :

- **Search Engine Optimization (SEO):** refer to scientific methods and processes to encourage web traffic to websites. SEO identifies structured and goal-oriented technologies that simplify the structure of the site, the languages it uses, the mechanisms of interaction with the site, etc., designed to encourage the site to land itself in the top part of the search engine listings in the light of the

keyword entered Site user The channels that benefit from SEO include Websites, Blogs, and Infographics. Obviously, Google.com is the leading search engine by far (with 77.12%) according to the data taken by Stat Counter between August 2018 and August 2019

- **Social Media Marketing:** is a broad category of advertising spend, including social media advertising, user-generated product reviews, virtual worlds, blogger adoption, RSS feeds for content and social news sites, podcasts, games, and consumer-generated ads. Social media marketing through social media technologies, channels and programs is used to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. The goal of social media marketing is to increase brand awareness, increase website traffic and generate customers for your company. The Most Effective B2C Social Media Marketing Channels are Facebook, Twitter, LinkedIn, Instagram, Snap chat, Pinterest, and Google+.

- **Affiliate Marketing:** Affiliate marketing is an advertising style in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

- **Inbound Marketing :** is to create and share content. The inbound marketing is also the process of attracting potential customers to a business before they have any plan and intention to become real customers.

- **Pay Per Click (PPC) :** Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than "earning" those clicks organically. The three predominant advertisement billing schemes used by search engines are pay-per impression (PPM), pay-per-click (PPC), and pay-per-action (PPA). One of the most famous models of PPC is Google Ad Words, which allows you to pay for top slots on Google's search engine results pages at a price "perclick" of the links you place. Other channels where you can use PPC mainly include Paid ads on Facebook, promoted Tweets on Twitter, Sponsored Messages on LinkedIn.

- **E-mail marketing:** is actually the most used form of direct marketing in condition of internet. It is an inexpensive, yet effective form of addressing on whether potential or existing customers. When using email marketing, you must retain several important metrics for a successful email campaign. The most important metrics are delivery rate; opening rate and click through price.

I. Tourism Services

1. Tourism services definition

So first of all we have to know what is tourism and give a definition to service, and according to United Nations World Tourism Organization tourism is *"a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure."* (ORGANIZATION, 2008)

P. Kotler suggested that "service *is an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product*" (Sethi, 2017).

So, we can say that *"tourism services is an activity or a benefit provided to the tourists or visitors"*.

Tourism services play an important role in disseminating the culture and the history of the country by encouraging tourism and attracting tourists and visitors from all over the world, we can summarize the importance of tourism services in the following points (إيلي، 2018) :

- ✓ **Job creation :** The tourism sector contributes significantly to job creation and new jobs
- ✓ **Revitalizing other economic sectors:** The tourism service sector can be relied to revitalize other sectors of the country given the volume of the support and companion services needed by the growth of this sector.
- ✓ **Promoting the concept of the responsible tourism:** Maintaining tourism development with ecotourism development, this is known as sustainable development.

2. Types of tourism services

Tourism services offers lots of amalgamation of various services to make it a even package for upcoming travelers. These are (Services, 2019) :

- ✓ **Travel agencies:** A travel agency's main function is to act as an agent selling travel products and services on behalf of supplier.
- ✓ **Online travel agent:** The travel agency industry has been the use of the internet to allow travel agents to let their travelers compare a wide variety of options for hotels and airline tickets.
- ✓ **Tour operator :** A tour operator is responsible for operating and providing your vacation through the contracting, booking and packaging together for the various components of your tour such as your hotel, transportation, meals, guides, optional tours and sometimes flights

- ✓ **Destination marketing organization:** A destination organization mainly referred to as a destination marketing or management organization, convention and visitor bureau or tourism board is responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.
- ✓ **Educational training :** The institutions which held courses and services and sessions to train professionals for the travel and hospitality industry and credit degree and certificate of their involvement.

3. Digital Marketing and Tourism

The tourism industry includes all the people, activities, and organizations involved in providing services for people on holiday, for example hotels, restaurants, and tour guides. Before the launch of digital marketing, the role of people who rendered these services was indispensable to the success of the business. With the launch of the internet, newer modes of marketing the various services to the target audiences have evolved. The tourism industry, in particular, has been disrupted as a whole with the rapid development of the internet. Users purchase services related to tourism online at the click of a button while comparing amongst businesses from all over the world. In order to compete and succeed digitally, the most relevant digital marketing activities in Tourism include (Kaur, 2017):

- ✓ **Quality Website:** Marketing experts must come up with attractive websites, find a way to attract customers to visit the web site, keep them there for a while and make them frequently come back to their website, these websites in tourism work as digital destinations for the audiences wherein a business can define their brand's experience. It is very important to keep the website content concise and ensure that the USPs are clearly visible. A good website should have all the services clearly listed down along with the relevant information. Adding high resolution images of various services being offered like hotel rooms, spa etc. . A lot of websites open the price lists, menus and packages in a new window to avoid disrupting the current experience of the users. The website must be built in a way that it allows the users to make a purchase without the need of any kind of assistance. It must be updated regularly keeping in view the changing customers' needs and preferences.
- ✓ **Strong Social Media Presence:** The most relevant social media platforms for a tourism business include the following:
 - Facebook
 - Instagram
 - Twitter

- LinkedIn
- YouTube

Presence on these platforms is not just about promoting the latest packages and facilities; it is much more than that. A user will not avail the services on a daily basis so it is essential that a business becomes a part of the conversation users are having on these platforms. Focussing on posting content which adds value to the audiences' lives will help improve the engagement rate. xigo uploaded a simple video of travel hacks and it proved to be one of the most successful digital marketing campaigns of that year. Lastly, a brand shouldn't consider all these platforms as one. Each of them comes with its own set of USPs. Facebook and Instagram should be the top two platforms a tourism business.

- ✓ **Search Engine Optimization:** SEO plays a very important role in determining the website traffic. The businesses need to ensure that equal attention is paid to both on-page and off-page SEO activities. Use of 'Keyword Planner' to find the most relevant keywords for the tourism business is the first step towards effective SEO. Google, the biggest search engine, understands synonyms so keywords must be carefully chosen. The focus should be on creating quality backlinks rather than just increasing their numbers. Usage of long-tailed keywords such as 'best holiday package India' shall lead to more conversions rather than short-tailed keywords.
- ✓ **Email Marketing:** Email Marketing enables users to know about the latest offers by the hotels, special deals on holiday packages, membership clubs, room availability and so much more. Transactional emails are sent to users to keep them updated about the status of their bookings. Emails are also a very good way of keeping the relationship going with the customers post the transaction has been completed. Special mailers are sent to customers on their birthdays and anniversaries by offering a special price on the services. This provides an incentive to the customers to make a purchase while visiting the competitors.
- ✓ **Content:** Content is the essence of digital marketing. Good quality content must be engaging and add value to the everyday lives of the audiences. According to socialmedia.com, "There's no secret formula to successfully engaging with your audience on social media, but applying 'The 80/20 Rule' should always be a big part of your social media strategy. It simply comes down to this: use just 20% of your content to promote your brand, and dedicate 80% to content that really interests your audience and engages them in conversations." In the tourism industry, videos and infographics are an interactive content type to get noticed and engage the users.

II. Global Experiences about the implementation of Digital Marketing to improve the Tourism Services

1. The implementation of Digital Marketing in Tourism during the COVID19 pandemic:

According to Eran Ketter and Elli Avarham's study which is titled "**#Stay Home today so we can #TravelTomorrow: tourism destinations' digital marketing strategies during the Covid-19 pandemic**" this study is about the Digital Marketing strategies were used during the COVID19 pandemic in almost all the most visited countries around the world, and we can take Greece and Turkey as an example. In April 2020 Discover Greece launched a YouTube project entitled "Greece from Home", arguing that "It's time to stay at home and hit the pause button. But that doesn't mean we have to stop connecting, being inspired and learning". In this online project, Greek people in the fields of the arts, culinary activities, fashion, music and sports posted short videos on the Discover Greece YouTube page, allowing potential visitors to stay at home and meet Greeks in their homes – creating a unique and authentic interaction with the destination. A neighbor of Greece, Turkey's ad is offering a more philosophical approach, stating that "Optimism is an attitude and if you believe it, you can seize it", along with showing beautiful images of Turkey. This promotional video ends with an inspirational quotation: "There is hope after despair and many suns after darkness", aimed to ignite the fire of hope and anticipation among the lovers of Turkey (Eran Ketter, 2021).

2. The implementation of Digital Marketing in Air New Zealand (the most epic security video ever created) :

An example of good tourism digital marketing campaign is that of Air New Zealand and its flight safety video inspired by the movie *The Hobbit*. Air New Zealand became the official airline of Middle Earth after this campaign.

Taking advantage of the release of the movie "The Hobbit: The Battle of the Five Armies," it made a marvelous flight safety video. The four-minute video is full of character from the Tolkien universe and features cameos by Elijah Wood and Peter Jackson. It takes the audience around an impressive Middle Earth in New Zealand.

In this video, we highlight the ability of the ad to inform, persuade and entertain above all. With this ad, Air New Zealand created a video that became the most sought by users in search engines. With a specific point of interest, it incorporates stunning views of New Zealand. With almost 19 million views on YouTube, the video is a real example of perfect tourism digital marketing (Antevenio, 2019).

3. The airbnb guidbook example :

An Airbnb guidebook is a custom digital guest book and travel guide made by an Airbnb host to give their guests a better understanding of the local area and provide them with recommendations for local events, activities, dining, and entertainment options. Creating a welcome book is a way for Airbnb hosts to save time by consolidating their recommendations into an easy-to-access, easily digestible document that they can send out to guests. Creating a guidebook will save you time and ensure that your guests make the most of their stay in your vacation rental property. Instead of sending messages to every guest with personalized recommendations for what to do during their stay, you can compile everything into one document for all guests to access. When your guests feel that they have been able to see and do everything they wanted during their trip, they are more likely to leave better guest reviews that reflect the attentiveness and helpfulness of the Airbnb host. This, in turn, increases an Airbnb host's overall rating, increasing listing views and bookings (WRITING, s.d.).

Conclusion

According to our study, we found out that Digital Marketing is indispensable in the business environment, especially in the tourism industry. It helps tourism organizations and enterprises provide all kinds of tourism services in new, creative and innovative ways to fulfill tourists and visitor satisfaction and loyalty. Digital Marketing uses the technologies and internet and social media...ext to provide the necessary information about the tourism services to the tourists and the visitors in an easy and simple way and make sure to be this information available to them at any time.

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