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MODERN MARKETING MANAGEMENT TOOLS IN TOURISM – A CONTEMPORARY PERSPECTIVE

Introduction. Marketing tools play a pivotal role in contemporary tourism and hospitality by providing companies with the ability to effectively target and engage diverse consumer segments in highly competitive global markets. Through the use of advanced digital platforms, such as programmatic advertising, tourism businesses can deliver tailored messages to specific audiences based on detailed demographic, behavioural, and geographic data. These tools enable precise segmentation, ensuring marketing campaigns resonate with distinct customer groups, ranging from budget-

conscious travellers to luxury-seeking tourists. Additionally, global reach is enhanced by tools like social media advertising and international search engine optimisation (SEO), which allow firms to promote their services to audiences across different regions and cultures. By leveraging these tools, tourism companies can maximise the effectiveness of their marketing efforts, increasing brand awareness, customer engagement, and ultimately, booking conversions on a global scale. Moreover digitalisation has fundamentally transformed and continues to reshape the way individuals live, work, and travel, offering unprecedented opportunities for tourism and hospitality companies. The rapid evolution of a diverse array of technological innovations—such as robotics, artificial intelligence (AI), the Internet of Things (IoT), blockchain, and cryptocurrency - has impacted every facet of operations within the tourism and hospitality industries. These digital advancements are not only altering how work is structured and services are delivered but also enhance the ability to capture, process, and utilise data on both supply and demand. Additionally, they enable the integration of operations across value chains and broader business ecosystems. Aligned with this technological revolution, there has been a growing demand for personalised, seamless travel experiences that go beyond the confines of mass tourism. In response, tourism and hospitality companies are increasingly leveraging these technologies to redefine customer experiences through innovative service offerings. Despite the vast potential for digitalisation to enable firms of all sizes to achieve greater profitability, many companies face significant challenges in successfully navigating digital transformation and marketing tools that are used to create and implement marketing strategies on international or global market.

This article aims to critically assess the primary challenges associated with the marketing management tools that can be used in modern tourism and hospitality. It exemplifies the strategic aspects of marketing tools development as the answer for the rising demand for tourist services on the one hand, and digitalisation of everyday life on the other.

Digital Marketing Platforms and Automation. The rapid evolution of tourism in the global economy has necessitated the adoption of innovative marketing

management tools to address complex consumer behaviour, dynamic competitive environments, and technological advancements. These tools, deeply rooted in digital transformation, data analytics, and consumer engagement strategies, are pivotal in enhancing the competitiveness and sustainability of tourism enterprises. Recent surveys show that the emergence of digital marketing platforms is one of the most transformative developments in tourism marketing. Especially younger consumers use digital media as a channel to communicate with companies and search for products and services. On the other hand companies use platforms like Google Ads, Facebook Ads, and Instagram, that offer highly targeted advertising capabilities based on real-time user data. These tools enable tourism marketers to segment their audiences according to demographics, interests, and online behaviours, leading to more personalised and effective campaigns.

In addition to these platforms, marketing automation tools like HubSpot, Salesforce, and Marketo have streamlined campaign execution by enabling automated responses to consumer interactions. For example, automated email workflows triggered by user actions (e.g., browsing a destination website or abandoning a booking) help nurture potential tourists through the decision-making process. This automation significantly reduces manual intervention while improving the efficiency of customer engagement.

Data-Driven Decision Making and Predictive Analytics. The role of big data analytics in tourism marketing has grown exponentially, with businesses leveraging vast amounts of data from social media, online reviews, website traffic, and booking systems. By employing data analytics tools such as Google Analytics, Tableau, and SAS, tourism marketers can gain actionable insights into customer preferences, emerging trends, and the performance of various marketing initiatives. So they started using them as a marketing tool for creating and controlling the results of their marketing strategies.

Moreover predictive analytics, a subset of data science, has further advanced decision-making processes in tourism. Machine learning algorithms and predictive models enable tourism firms to forecast consumer demand, optimise pricing

strategies (dynamic pricing), and predict peak travel periods. This approach allows tourism companies to adjust their service offerings in real-time, improving resource allocation and enhancing customer satisfaction.

Social Media Engagement and Influencer Marketing. Social media platforms (e.g., Instagram, TikTok, YouTube) have become essential marketing channels in tourism due to their interactive and visual nature, which aligns well with the experiential characteristics of tourism products. The use of social media management tools such as Hootsuite, Buffer, and Sprout Social allows tourism companies to manage multiple accounts, schedule posts, and analyse engagement metrics in a centralised manner. Consumers (over 60% of respondents in research [N=255, July-August 2024, CAWI] use social media platforms for communication, which was very interesting and important – not only Generation Z (iGen) and Generation Alfa, but also older generation Y and X are using social media on a daily basis in communication and information search.

Another phenomenon is influencer marketing, that has also emerged as a crucial tool within the tourism sector. By collaborating with travel bloggers, vloggers, and social media influencers, tourism businesses can reach niche markets and enhance their brand credibility. Tools like AspireIQ and Traackr facilitate the identification and management of influencers, tracking their performance in terms of reach, engagement, and conversion rates.

Customer Relationship Management (CRM) Systems. There are also traditional tools like CRM systems, that are integral to maintaining long-term customer relationships in the tourism industry. These platforms, such as Salesforce and Zoho CRM, help businesses collect, organise, and analyse customer data, leading to more personalised communication and service offerings. Through these systems, tourism companies can monitor customer preferences, past bookings, and feedback, which can then be used to tailor promotions, loyalty programs, and services. CRMs also support multi-channel marketing efforts by integrating customer interactions across touchpoints, including email, social media, and in-person interactions. This

integration allows for a consistent and personalised customer experience, which is critical for maintaining brand loyalty in the competitive tourism market.

Augmented Reality (AR) and Virtual Reality (VR). In the experiential economy of tourism, Augmented Reality (AR) and Virtual Reality (VR) are emerging as transformative marketing tools. AR enhances physical environments by overlaying digital information, which can be utilized to provide interactive destination guides, cultural context, or historical information at tourist sites. Meanwhile, VR enables immersive, pre-travel experiences, allowing potential tourists to virtually explore destinations, hotels, and attractions before making booking decisions. Tourism businesses are increasingly adopting AR/VR technologies to provide virtual tours of hotels, resorts, and landmarks, which significantly influence customer decision-making. Research indicates that such immersive experiences lead to higher engagement levels, reduced uncertainty, and increased bookings, particularly for long-haul or high-investment trips.

Content Marketing and SEO Optimisation. Content marketing remains a vital component of tourism marketing strategies, focusing on creating and distributing valuable, relevant content to attract and retain a defined audience. This includes blog posts, videos, destination guides, and customer testimonials that provide potential tourists with informative and inspirational material. Search Engine Optimisation (SEO) plays a critical role in ensuring this content is discoverable. Tools like SEMrush, Ahrefs, and Moz help tourism businesses optimise their websites and content to rank higher in search engine results, leading to increased visibility and organic traffic. These tools will continue to develop in marketing management due to their usage in tourism. Effective SEO strategies are particularly important for destination marketing organisations (DMOs) and travel agencies, where high competition makes visibility critical. In recent years, the integration of voice search optimisation has also become relevant, with consumers increasingly using voice-activated devices like Google Assistant and Alexa to search for travel information.

Conclusion. In conclusion, the contemporary tourism market demands that businesses utilise advanced marketing management tools that blend digital

innovation, data-driven insights, and personalised engagement. The adoption of these tools not only enhances the operational efficiency of tourism enterprises but also aligns their offerings with evolving consumer preferences. As technology continues to advance and consumer behaviour shifts, the role of these marketing tools will only grow more significant, shaping the future of tourism on international and global market.

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