

THE ROLE OF DIGITAL MARKETING IN INCREASING THE NUMBER OF TOURISTS IN TOURIST DESTINATIONS

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Abstract: Digital marketing has come a long way in recent years and has become one of the main tools for the tourism sector to attract tourists. Many tourist destinations now utilize various digital platforms, such as social media, websites, and digital advertising to promote their products and services. Digital marketing allows for wider, more affordable, and more targeted promotions for specific audiences, which can increase the number of tourist visits. However, despite the great deal of research that has been done on digital marketing, there is still a need for a deeper understanding of its impact on the increasing number of tourists, both in local and international contexts. Therefore, a systematic review through Systematic Literature Review (SLR) is needed to explore and analyze findings related to the influence of digital marketing on tourists' decisions in choosing tourist destinations.

Keywords: Digital Marketing, Number of Tourists, Tourist Destinations

INTRODUCTION

In recent years, digital marketing has emerged as one of the key strategies in the tourism industry, playing a crucial role in increasing visibility and attracting tourists to various tourist destinations. Along with advances in information and communication technology, changes in consumer behavior, and the widespread use of the internet, tourism destination marketing now relies not only on traditional methods such as print or television advertising, but also utilizes digital platforms that are more efficient and affordable. Travelers today seek information through the internet, share experiences through social media, and read online reviews before making travel decisions.

Digital marketing in the tourism industry involves using online platforms, such as social media, search engines, websites, apps, and email, to promote travel destinations and other tourism products. According to Kotler et al. (2017), digital marketing allows travel destinations to interact directly with global audiences, creating more personal and more measurable relationships. This allows destination managers to optimize their communication with travelers and provide more targeted information according to their preferences.

The importance of digital marketing in increasing the number of tourists is also emphasized by Buhalis and Law (2008), who stated that information and communication technology (ICT), including digital marketing, has changed the way tourist destinations promote themselves. Marketing through digital platforms such as social media, review sites such as TripAdvisor, and the use of visual content can attract younger potential travelers, who tend to rely on the internet to plan their trips. Digital marketing also allows for more segmented and efficient promotions by leveraging big data that provides more in-depth information about consumer behavior.

With the development of social media, many tourists are inspired to visit tourist destinations after seeing photos or videos uploaded by

friends, family, or influencers. As revealed by Tarlow (2000), the existence of social media platforms has changed the dynamics of marketing in the tourism industry, where tourists trust recommendations from other users more than conventional advertising. Tourists are also more likely to share their experiences through photos or videos that can then be accessed by a global audience, which further creates a viral effect that increases tourist visits to destinations.

In this case, effective visual marketing is essential. As explained by Schivinski and Dabrowski (2016), attractive, high-quality visuals on social media have great potential to influence travelers' decisions in choosing destinations. Social media such as Instagram and TikTok, which are image- and video-based, provide an opportunity for tourist destinations to showcase their visual appeal in a way that can create an emotional experience that connects travelers to the destination.

According to research by Mariani et al. (2016), digital marketing offers an advantage over traditional marketing due to its ability to access a wider and more segmented audience. Data-driven marketing such as SEO (Search Engine Optimization) and SEM (Search Engine Marketing) allows tourist destinations to appear in relevant search results, thus increasing the likelihood of being visited by tourists interested in similar destinations. Additionally, with the use of analytics techniques, goal managers can track and measure the effectiveness of their marketing campaigns more precisely and devise more targeted strategies.

However, although digital marketing has proven to be effective in attracting tourists, not all destinations can optimize the potential of digital marketing to the fullest. As revealed by Leung et al. (2013), although digital marketing opens up great opportunities, the main challenge faced by destination managers is how to utilize digital platforms in creative and interesting ways to differentiate themselves from other competitors. Therefore, research on the impact of digital marketing in the tourism sector is essential to provide a deeper understanding of the most effective strategies.

Along with increasing competition between global tourist destinations, destination managers need to understand how digital marketing plays a role in attracting tourists. Therefore, this study aims to conduct a Systematic Literature Review (SLR) to examine the existing evidence on the impact of digital marketing on increasing the number of tourists in tourist destinations. By summarizing various findings from previous research, it is hoped that an effective digital marketing strategy will be found in increasing the number of tourists, both in terms of visual promotion, audience segmentation, and the use of analytical data.

LITERATURE REVIEW

Digital marketing has an important influence because the internet is developing very rapidly and has a big role in marketing communication in the digital era, where people can access various information from various parts of the world continuously. In the tourism industry, social media has a role in the supply chain from suppliers to consumers. The new era has made marketing communication undergo rapid changes.

Digital marketing is playing an increasingly important role in the tourism industry. With the development of information technology and the internet, tourist destinations now have greater access to reach a global audience through various digital platforms. This literature review aims to present the latest findings on the influence of digital marketing on the increase in the number of tourists in tourist destinations, by highlighting various aspects, ranging from social media, search engine optimization (SEO), to data-driven marketing.

Social media is one of the main channels used in digital marketing to promote tourist destinations. Platforms like Instagram, Facebook, TikTok, and YouTube allow destination managers to share engaging visual content, such as photos, videos, and stories that can inspire audiences to visit the place. According to **Schivinski and Dabrowski (2016)**, social media has great potential to influence travelers' decisions, as many of them tend to seek travel inspiration through visual experiences

shared by friends, family, or influencers. Learn by Leung et al. (2013) reveals that tourists trust recommendations provided by other social media users more than traditional advertising. Therefore, marketing through social media is not only effective in increasing brand awareness, but can also increase the intention of tourist visits.

Buhalis and Law (2008) also argue that social media provides benefits to tourist destinations because of its ability to build community and strengthen emotional connections with a wider audience. By interacting directly with users, destinations can get feedback and create a more personalized experience, which can increase traveler loyalty.

In addition to social media, search engine optimization (SEO) and data-driven marketing also play an important role in digital marketing for tourist destinations. Mariani et al. (2016) stated that search engine based (SEM) SEO and marketing techniques allow tourist destinations to increase their visibility on Google search results pages or other search engines. Travelers often search for information about destinations through online searches, and by using proper SEO, destinations can increase the chances of being found by interested potential travelers.

Data-driven marketing allows goal managers to be more segmented in delivering their message. Kotler et al. (2017) explain that the use of big data and analytics makes it possible to find out the audience's preferences in more depth, so that destinations can tailor promotional content to the specific needs of tourists. Thus, more relevant and personalized messages can be more effective in capturing the attention of the right audience.

RESEARCH METHODS

The method used in this study is Systematic Literature Review (SLR) to identify, evaluate, and interpret the results of the research that are relevant to a particular research question, or topic area, or phenomenon that concern (Kitchenham, 2004). Meanwhile, a qualitative approach

in a systematic review was used to summarize the results of descriptive research Qualitative. The systematic literature review conducted in this study was sourced from on the steps presented by Francis & Baldesari. (Fransiskus, S., Baldesari., 2006). Keyword Identification and Discovery This study aims to examine the role of Instagram social media in digital marketing development. Therefore, the researcher set several conditions Before conducting a literature search, namely:

- 1) Condition 1 - The emergence of the concept of digital marketing or digital marketing in literature
- 2) Condition 2 - Emergence of ideas related to Instagram social media at this stage, the researcher determines the keywords to conduct the search literature, namely digital marketing and Instagram.

Literature Search

Literature search is done with the help of the Publish or Perish application with Enter the Scopus search engine API key. Selection of the search engine It is intended to obtain scientific literature that has a reputation for being indexed by Scopus. Literature search resulted in the discovery of 136 literature ranging from From 2014 to 2021.

Screening and Criteria Determination after the literature search process, the researcher conducts a screening process and determination of criteria with the help of the Mendeley and Zotero applications to find out abstract from 136 literature and VOSviewer to find out the relationship between keywords found.

Based on the playback that has been done with the help of VOSviewer, the relationship between social media, Instagram, and digital marketing results relationships with customer engagement, consumer behavior, social media marketing, social Networking Sites, Social Networking, Engagement, Influencer Marketing, Marketing communication, user-generated content, digital media, deep learning, twitter, facebook, and social networks. Then the researcher reads the abstract and filters the literature based on the inclusion and exclusion criteria shown in Table

Screening showed that researchers obtained 55 selected literature from the journal type of article indexed by Scopus as primary data and supported by secondary data from books, journals, and other articles relevant to the topic.

Analysis and Synthesis Process

Literature that has met the criteria will be used as an essence and analyzed according to the research topic so that a classification of the role of Instagram social media in the development of digital marketing can be formed.

Quality control

At this stage, the researcher applies quality control by reviewing literature selected based on the Scopus Quartile Q1, Q2, Q3, and Q4 according to the topic Learn.

Final Report

The final report is intended to provide a complete picture of the results analysis and synthesis of literature that has been included in the inclusion criteria and Exception. This step will be done in the results and discussion section.

DISCUSSION

Digital Marketing is a general term for marketing goods or services offered in tourist attractions using digital technology. The main goal of digital marketing is to promote the image of tourism so that it can be sustainable. Tourism managers need to implement digital marketing strategies because without technology, managers will miss out on opportunities and even sustainable business in the future.

The role of digital will help management to analyze tourists and make decisions based on information obtained from tourists directly, so that community involvement is needed in efforts to implement digital marketing (Darmayanti, 2020a; Oka et al. 2021;). For digital marketing adoption, it is important for management to understand the development of the digital market, and how technology greatly influences the development

of businesses to improve their image and bring in customers or tourists. The more target markets that use technology, the easier it will be for managers to research, evaluate, and analyze a service offered to tourists.

The role of Digital Marketing in tourist attractions, talking about digital marketing, is inseparable from the positive and negative influences both directly and indirectly on the lives of the local community. This study examines the role of digital marketing in the development of tourist attractions.

In the study of the role of digital marketing in the management of tourist attractions, it is grouped into 5 types of referral opinions (Wati et al, 2020) 5 types of digital marketing consist of: website, social media marketing, search engines, email marketing, and online advertising. Based on the views of community leaders who basically state that the role of websites in tourist attractions is able to promote the existence of tourist attractions. The existence of a website makes it easier for a person to find out information about the profile and potential of tourist attractions. The potential of the place owned by each place starts from the potential for natural tourism, the potential for cultural tourism and the potential for artificial tourism that can be attractive to tourists who visit. The existence of the website helps the government in carrying out promotions that affect the number of tourist visits that come.

This certainly brings its own benefits to the community. Social media also has an important role in encouraging the development of tourist attractions. The same thing was also expressed by the informant, who basically stated that the role of social media in tourist attractions can promote and increase tourist visits to tourist attractions. Studies show that social media has a very important role in the travel planning process.

Tourists do various activities in the online world related to their travel plans. Traditionally, the decision-making process for selecting the location of tourist attractions is carried out through word-of-mouth information or known as Word of Mouth. Before tourists decide on

the location of tourist attractions, tourists will usually look for information related to the location through friends or relatives who have visited the place (Information on social media uploaded by users, or known as electronic Word of Mouth (e-WOM) is a source of information about the location that can be accessed by potential tourists. The information on social media is able to provide non-commercial information, and is more complete because it can be equipped with various images and videos.

The role of social media was also found during the travel process. The role of social media is influenced by “user-generated content” on social media where information uploaded on social media can help tourists make decisions. Travelers’ trust in information on social media influences decision-making and decisions to buy products during the travel process. Social media is a place where tourists share their experiences after a tourist trip. Literature shows that tourists often upload the results of their trips through social media. Various stories equipped with pictures and videos are uploaded on social media (Kayat, 2008; Ishii, 2012; Hidayah, et al 2019) Positive stories will build a positive image of tourists towards tourist attractions, and conversely, negative stories will worsen the image of tourist attractions. This is in line with the opinion of the informant, namely digital marketing is the act or activity of sending commercial messages such as promos, product offers, discounts, membership offers and so on to a group of people who use the media.

Through this media, it is easier for tourists to find out information related to promos related to tourism activities, tour packages offered and so on (Suansri, 2005; Trejos, et al., 2009; Winia, et al. 2019) This is justified by an informant who stated that through the use of digital marketing seriously, it will be able to improve the image of tourist attractions in the future so that digital marketing plays an important role in the development of tourist attractions.

The use of online advertising through YouTube is very important in the development of tourist villages. This is supported by the opinion of tourists who state that tourists know the existence of tourist attractions through promotional media through online advertising that is easily accessible for 24 hours and marketing through online advertising is very efficient because it is able to save costs and time (good).

However, to take advantage of this online advertising medium, it is necessary to prepare promotional funds first. The advantage of online treatment is that tourism actors can target the target consumers who will be aired. Tourists who want to know the tourism potential of each tourist attraction can be accessed through media such as youtube which allows tourists to find out the images or videos listed so that there is an overview for tourists who will visit the place they want to visit. Therefore, in promoting tourist attractions in the future, managers need to prioritize marketing tourist attractions so that they are easier to be known by tourists (Kayat, 2008; Ishii, 2012; Hidayah, et al. 2019). This is because the existence of media such as youtube contributes to promoting the tourism potential owned by these tourist attractions.

CONCLUSION

Based on the description of the discussion, it can be concluded that tourist attraction managers have promoted their tourist attractions through various digital marketing platforms such as websites, social media, search engines, and online advertisements.

From the results of the literature search carried out with the help of the Publish or Perish application by entering the Scopus search engine API key, the literature search resulted in the discovery of 120 literature from 2016 to 2021. Based on inclusion and exclusion criteria, finally 40 literature was selected from the type of Scopus indexed article journals as primary data and supported by secondary data from books, journals, and other articles relevant to the topic.

It can be concluded that social media plays a role as a marketing communication platform in facilitating social engagement in today's digital era. The use of Instagram social media is considered successful and able to convey marketing communication well, especially in visual communication. Brand success on Instagram requires more than just an attractive image to publish, which is a well-defined brand identity based on visual creativity and efficient community management. Even though the quality of the product is good, people will not know the product without communication. Companies must communicate products appropriately so that they can enter the minds of consumers.

Content marketing is a form of digital marketing that focuses on effective content to stimulate the interest of online audiences. The rise of social media platforms created a new dimension of marketing called social content marketing. The use of Social Media as a Digital Marketing Strategy is a way to promote new brands, build preferences, and increase visitors through Instagram Strategic Marketing. Along with the development of social media as an advertising and marketing medium, it has given birth to social media influencers who also contribute. A fact that is marked by the entry of new communication strategies that consider or as an influencer as the main axis of digital or marketing campaigns for the increasing interest of fashion and luxury brands to be present on social networks. Social media is very influential in communicating the brand if you use a strategy, because a good strategy will yield good results.

To produce effective results using the Systematic Literature Review method, high skills in identifying and analyzing sources are required to obtain accurate and relevant information in making a summary, it takes a lot of time and requires critical thinking in analyzing a research. Another limitation of the research using the Systematic Literature Review method is the limitation of information obtained from the literature because the researcher does not obtain accurate data from the organization being studied

For business people, it is highly recommended to use Instagram to be able to market a brand with a wide reach so that it can increase profits. For further research, it is recommended to research digital marketing from the side of failure so that readers can compare the sides of failure and success to avoid things that can harm the company.

The role of digital marketing in tourist attractions has been understood by tourists to maintain the sustainability of the existence of tourist attractions in the future. This condition is proof that the development of digital marketing is able to have a positive impact in introducing and promoting the existence of tourist attractions. The implementation of digital marketing carried out by each tourism village manager can be an opportunity for the number of visits. The existence of digital marketing is used to focus on the potential of each tourist attraction which aims to attract tourist visits so that tourists can see the potential they have through digital marketing platforms so as to influence tourists' decisions to visit these tourist attractions.

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