TOURISM MARKETING STRATEGIES AND PLANS: A SYSTEMATIC LITERATURE REVIEW

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Abstract

The recognition of the tourism industry as a major contributor to the national income has caused this industry to become one of the most prominent industries globally and faces cutthroat competition from its peer industries (Kumar & Kumar, 2018). Marketing in the tourism industry is a necessity for its survival and it has wide applications in the tourism business (Ciriković, 2014). In this paper, marketing strategies to promote the tourism industry have been analyzed via a systematic literature review summarizing 32 research articles published between 2000 and 2023 from the Google Scholar database. A sample of 32 scholarly papers from journals, conferences, and a book chapter were selected for the study using five inclusion and exclusion criteria developed by us. The results of the study were analyzed using five research questions developed by us. The findings of the study indicated that marketing impacts the tourism industry encompassing economic benefits, consumption, product development, industrial development, cultural heritage, environmental conservation, community development, sustainability, innovation, artificial intelligence (AI), and within the context of marketing tourism, sustainability, innovation, cultural heritage, and AI. The knowledge gap and recommendations for future research discussed in the study will be helpful to policymakers, researchers, and tourism planners.

Keywords: Tourism Marketing, Systematic Literature Review, Tourism Growth and Development

1. INTRODUCTION

Tourism is often described as an arrangement of services and explorations for individuals who are traveling and staying outside their usual place of stay for a period shorter than one year, during holidays, or for business goals (Ciriković, 2014). It is a social, cultural, and economic experience. People travel for recreation, to enjoy different delicacies, shopping, entertainment, work, health, and spiritualism, and to visit friends and relatives (Chatterjee & Dsilva, 2021). The tourism industry essentially brings economic changes to a country and contributes to national income heavily. One of the fastest growing and most prosperous economic branches of the world is tourism which extends the tourism sector as one of the most important sectors of every country. This sector plays a crucial role in generating employment and revenue that leads to economic development. This sector generates direct economic activities like production, supply, and investments; and indirect economic

activities including demand in products and service sectors. Consequently, household income rises, and induced economic activities are generated in the region (Du et al., 2016; Pritchard & Morgan, 2007). The tourism sector can aid the gross domestic product of a country (Hsu et al., 2022). The development of the tourism sector is mainly influenced by factors like limited growth of the market, modification of tourism products, destination and diversification, unstable political structure, and socially responsible marketing. Marketing is one of the most important factors that has a determinative significance in the growth and development of the tourism sector (Chatterjee & Dsilva, 2021). Profit maximization, market leadership, and overall growth are the main goals of the tourism sector. In the present times, this sector is facing cutthroat competition, growing challenges and opportunities. Thus, this sector requires effective techniques and strategies to market tourism products (Kaur, 2017).

The tourism industry is faced with increased competition and marketing has a major role to play in telling others that they exist no matter if they provide tourism services, sports, hospitality, or cultural events like the Olympics and musical events (Sequeira & Maçãs Nunes, 2008). Marketing tourism products can be defined as the process of management through which the potential and actual demand for tourism are identified, contact with the tourists to understand and evaluate their preferences, needs and stimulate wants of the tourists to adapt and design the tourism products and services with the intend of satisfying and improving the needs and requirements, maximizing the goals of the organization at the same time (Chatterjee & Dsilva, 2021). Marketing in the field of tourism is a business approach to attracting tourists to a specific destination. Businesses associated with travel and consumers like hotels, buyer attractions, exhibition halls, and other sites application of marketing strategies to increase the number of visits (Ritonga et al., 2018). Tourism as a business activity is dynamic and, in this way, the attraction of new tourists and, the search for retention of existing tourists leads to arrangements of new forms of offerings and plans that incline towards a new kind of organization by improving the existing ones with the help of new resources. This means that marketing has wide application in the tourism business. The production of tourism products and placing them to an extensive reach of suitable tourism clients is the main aim of marketing in the field of tourism. Tourism marketing is unique because tourism products are in service form which is intangible and invisible to the consumer. It is a multiplex product that is in the form of different activities. Thus, it can be said that tourism marketing involves gathering information and analyzing the offers of combined tourism products to communicate with and inform the customers about the present and later offers (Ciriković, 2014). A fundamental marketing concept known as the marketing mix is a set of marketing tools that can be controlled and employed by the company to achieve its goals in a target market (Juvan, 2017). Tourism organizations adapt to the needs and requirements of the tourism market ideally based on these set of marketing tools. In tourism, focussing on the four marketing mix tools namely, product, price, promotion, and place is best in resulting in

repeated visits by the tourists i.e., destination loyalty (Ciriković, 2014). Studies conducted by researchers to assess the relationship between tourism development and marketing mix tools reveal a significant and positive relationship (Alipour et al., 2011).

We have made a systematic review of the literature including articles that focus on marketing tourism services. The critical gap concerning the requirement for a systematic and extensive review of the literature of research articles published between 2000 to 2023 is addressed by the present study that analyses and evaluates the role and impact of marketing in tourism services all over the world. To our knowledge, the review is the first study that presents a systematic literature review that demonstrates the application of marketing in tourism services. The present study aims to provide guidelines for new researchers through the identification of new knowledge and pearls of wisdom in tourism marketing for the growth and development of tourism industry. This systematic literature review will help new researchers to gain theoretical background and undertake research in the future. The main objective of the present study is to assess the extent of studies and research related to marketing tourism published between the first year of the 21st century (2000) and the year 2023 while taking into consideration several contexts, perspectives, suggestions, aspects, and applications with the help of a systematic literature review.

The structure of this paper is as follows. Section 2 presents the existing body of literature relevant to tourism marketing. Section 3 demonstrates the methodology adopted to perform the systematic literature review. Section 4 displays the findings and results of the study and lastly, the conclusion is presented in Section 5.

2. LITERATURE REVIEW

To demonstrate the understanding of tourism marketing and evaluate the past research extensive literature has been surveyed. The general idea, objectives, discussions, and results of various research on marketing tourism services have been reported with the help of a systematic literature review. The following literature review presents the past studies undertaken which will help future researchers to identify gaps and undertake further studies.

2.1. The importance of marketing of tourism products

Researchers have undertaken studies to show how marketing is changing and aiding the growth and development of the tourism industry globally and this leads to increased contribution to the national income. Their studies reveal the importance and development of marketing strategies in the tourism sector. Marketing in the tourism sector of India was studied by Kumar and Kumar (2018). The goals of their study were to recognize the purpose of marketing, identify marketing strategies, and study the importance of tourism in India. They have described marketing in tourism as necessary because of growing competition nationally and internationally and identified the internet as a major platform to attract tourists worldwide. According to them, identifying customer needs, awareness, promotion, and customer-management relationships

are important strategies for success in the tourism industry. Their study found that tourism has positive impacts on employment, income, foreign exchange, infrastructure, preservation of culture and heritage, and conservation of natural habits. However, the negative impacts of tourism are seasonal unemployment, leakage of tourism receipts, under-use of facilities, dilution of culture, increased crime, and environmental degradation. They concluded that the tourism sector of India is under-performing and yet to be developed. Sofronov (2019) analyzed the development of marketing in the tourism industry. His analysis shows that marketing is important in the tourism business and the steps involved in developing a marketing strategy are reported below:

1) identification of the target market;
2) attracting new buyers and developing loyalty;
3) understanding the buyer's purchase journey;
4) unique selling point;
5) develop effective tactics through analytical tools and research.

Riege and Perry (2000) made a case study that centered on how tourism authorities of Australia and New Zealand can market their countries as tourist destinations to the targeted markets in the United Kingdom and Germany. They have argued that the contribution of marketing to the tourism industry has been undervalued. The findings of their research supported three significant approaches to marketing tourism in the target markets. They found consumer-oriented, competitor-oriented, and trade-oriented as the three approaches to guide tourism organizations to market their product. Sequeira and Maçãs Nunes (2008) employed a dynamic panel data approach to study the influence of tourism on economic growth across countries. The study adopted a panel data approach and their study revealed that countries that specialize in tourism grow more than others on average and tourism in less developed countries is less relevant than in general. They showed that tourism contributes to the growth of the economy positively. Researchers have also focussed on analyzing the relationship between marketing mix elements, tourist satisfaction, and destination loyalty and proved that the relationship between marketing mix and destination loyalty is mediated by tourist satisfaction. The satisfaction of the tourist is core to inducing them to visit again i.e., destination loyalty. The studies on marketing mix elements of tourism give a clear and deep-rooted insight into how to develop and implement effective marketing strategies for the tourism sector (da Costa Mendes et al., 2010; Alipour et al., 2011; Al Muala, 2012; Ciriković, 2014; Oppermann, 2000; Karo, 2019; Untu & Tielung, 2021).

2.2. The platforms, sources and approaches of marketing of tourism products

The source of information like the use of social media platforms, travel blogs, and other online sources as a tool for marketing management operations has also been widely researched in tourism marketing. A study by Chatterjee and Dsilva (2021) investigated the task of social media in the promotion of sustainable tourism in Odisha and Assam. The findings of their study suggested that online booking platforms are more convenient for booking activities in tour and travel; among

X/Twitter, Instagram, Facebook, Pinterest, and other social media platforms, X/Twitter was rated the highest influencer on the travel decisions of the tourists. The study recommended promoting and marketing the respective state's rich resources, events, and religious tourism on social media platforms. Pan et al. (2007) examined the use of travel blogs to market tourist destinations using tourist opinions about Charleston tourism from travel blogs and blog search engines. Content analysis and semantic network analysis methods were utilized and found that the strengths and weaknesses of the tourist destination posted by travel bloggers are a cost-effective way of destination marketing because they give a clear picture of the quality of the destination and improve the tourist experience. Another study relating to cost-effective marketing strategy by Litvin et al. (2008) infers electronic word of mouth as a means of cost-effective marketing in tourism. The study marks out that with the advancement in the use of the internet and increased use of the internet in the decision and selection of tourist destinations, it is necessary to consider electronic word of mouth in marketing tourism and hospitality. A study by Matikiti-Manyevere and Kruger (2019) examined the impact of social media sites on travel destination planning and decision-making. By reviewing 45 peer-reviewed articles, the study found that travelers use social media dominantly at the stage of planning their trips and to share their traveling experience after the travel and the travelers mostly used TripAdvisor, YouTube, Facebook, and Instagram to plan their trips. Sesar et al. (2021) undertook a review of the literature to perceive the influence of travel influencers on their followers while choosing tourist destinations and examine marketing tourism with the help of influencers and found that marketing tourism with the help of influencers is growing and it is a strategic tool for destination promotion. The analysis of various approaches to market tourism was also presented. The service-dominant logic known as the S-D logic approach was presented by Park and Vargo (2012) to plan marketing in tourism. Their study presented a comparison between the conventional goods-dominant approach (G-D approach) and the S-D logic approach in marketing tourism. It was found that the S-D approach offers an improved way to strategize the marketing of tourism products whereas the G-D logic offers a traditional approach. The S-D logic approach is more inclusive and collaborative in assessing and creating value in marketing tourism services. A different approach to marketing the bed and breakfast industry of Taiwan tourism was presented by Chen et al. (2013). Their study suggested that one of the best ways to market and promote business is market segmentation conditioned to consumer motivation. They found that the most effective tool for the promotion of bed and breakfast services was word of mouth as an advertisement channel. Another study presented an additional approach to marketing tourism by Juvan et al. (2017) to understand the behavior and perception of the tourists to assess, create, and implement tourism marketing strategies. Their study found that understanding tourist behavior is the key to marketing, implementation, and the development of tourism products because tourist behavior is dynamic given the fact that tourism consumers are heterogeneous. Sugandini et al. (2018) also contributed to the diverse approaches to marketing

tourism. The research analyzed the community-based tourism (CBT) approach to market the tourism products of Yogyakarta, Indonesia, and found that the visitors weren't loyal to the destination. The researchers found that promoting the area as a cultural destination is a necessary marketing strategy to increase tourist visits to Yogyakarta. A distinct view of tourism marketing was presented by Gryshchenko et al. (2022). They viewed the promotion of green tourism as a potential strategy for marketing tourism. The result of the study supports marketing for the growth and development of green tourism as a business in tourism. Tsiotsou and Ratten (2010) attempted to find out the future research direction of marketing tourism and found that sports tourism is also one of the many novel approaches to marketing tourism. The sustainability approach to marketing tourism products has also inspired researchers to undertake studies on how tourism marketing contributes to achieving sustainable tourism (Jamrozy, 2007; Font & McCabe, 2017, Pahrudin et al., 2022).

2.3. Technology-driven marketing of tourism products

The rapid development of digital marketing, artificial intelligence (AI), and technology has also evoked the interest of researchers to study the application of AI in tourism marketing. Kaur (2017) examined the importance of digital marketing and its determinants in the tourism sector. He found that for a successful campaign of digital marketing, the quality of the website, presence on social media platforms, initiatives for search engine optimization, well-planned marketing through e-mails, content creation, and mobile-friendly attitude are essential. A study by Xie and He (2022) and a review of literature on the use of AI in tourism by Tussyadiah (2020) presented the need for research on marketing strategies of rural tourism in connection to AI and big data. The study found that marketing of rural tourism and tourism in general is still based on a traditional marketing approach and the integration of big data, AI, and rural tourism is required for a better tourist experience and tourism marketing strategy for the growth and development of the sector. Literature reviews of the prime applications of AI in tourism digital marketing strategies and the readiness of AI in traditional CBT give an insight into how the use of AI can help tourist-oriented digital tourism marketing strategies and demonstrate that digital marketing tools and technologies affect tourist destinations with low density (Astuti & Darma, 2019; Lacárcel, 2022). A study by Zhang and Sun (2019) analyzed the use of AI technology in the tourism industry of Jinan. In their study, they explained that the tourism operating model of Jinan can be upgraded using AI to create a new marketing model for AI-based tourism. Hsu et al. (2022) explained the prospects and challenges of the use of artificial intelligence of things (AIoT) in tourism marketing. They found that the use of smart services in tourism is beneficial for consumer behavior prediction and in this context, a better and more effective marketing strategy can be adopted.
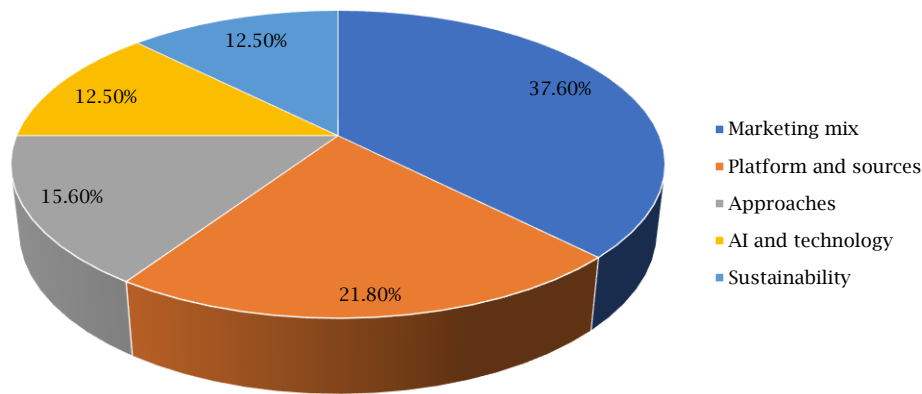
The studies on the management of tourism have gained growing importance over the years. However, it has been observed that there is a critical requirement for the further development of studies concerning the marketing of tourism because the tourism industry has to arrange itself to meet the ever-changing demands. The demand in the tourism sector is dynamic and to survive, this industry has to innovate itself in the present modern technologically driven, and environmentally conscious world. In the present study, we have reported a summary of marketing tourism products based on a systematic literature review. The review of the academic papers on tourism marketing revealed the gaps in tourism marketing.

From the aforementioned literature reviews, we have perceived that the application of marketing mix tools is efficient in developing marketing strategies targeted to increase tourist satisfaction levels and destination loyalty. The marketing mix tools in tourism give an understanding of the demands and needs of the visitors. The study also reveals that the supply side of tourism mainly focussed on the management, advertisement, distribution, and research whereas the use and significance of social media platforms and travel blogs were the main focus of studies relating to consumers. The literature highlighted in the study unveils that various segments and approaches of marketing tourism have been studied but it has been noticed that there is a need to further develop studies relating to sustainable approaches of marketing tourism and the study of diverse ethnic cultures in the context of innovative strategy of marketing tourism is yet to be developed. We have observed that AI is an important engine for the growth and development of the tourism sector. However, the studies related to the use of AI to market tourism are very few and limited. Marketing tourism based on AI and technology and a sustainable approach are promising research topics that can be explored because AI and technology have penetrated deeply into the modern technology-driven human world to achieve social equity, economic progress, and efficient environmental management, the tourism industry has to adopt sustainable practices. We also have perceived from the study that the position of tourism industries of developed nations has progressed from the position of the tourism industries of developing countries. It was found that research studies of marketing of tourism in India are focussed on verifying and establishing the requirement for marketing tourism and identifying various tools and strategies to market tourism in India up to this time, whereas research studies of marketing of tourism in developed countries have moved beyond this and are focussing on research to market their tourism products in international markets and researches concerned with innovation and identification of niche tourism that unique and exclusive.

The present study comprises quantitative, qualitative, and mixed studies that present all-inclusive and extensive insights, dimensions, and approaches to marketing tourism products. This systematic review of literature extends the state of arts of marketing tourism products. The results of the study will benefit researchers to gain new insights that wish to focus their study on marketing tourism and tourism entrepreneurs and policymakers to understand marketing tourism from an academic perspective.
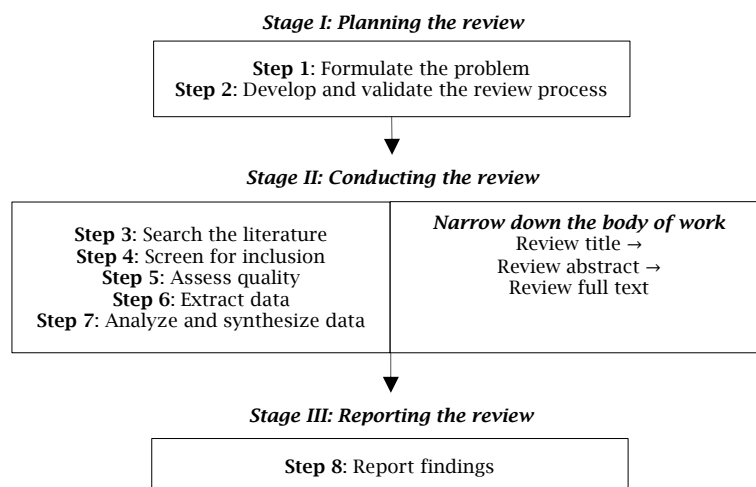
In Figure 1 below, we have presented the different dimensions of the above-mentioned existing literature review that are relevant to marketing tourism products.

Figure 1. Different dimensions of tourism marketing studies

3. RESEARCH METHODOLOGY

In this research, for a successful systematic review of literature, we have followed the guidelines given by Kitchenham and Charters (2007). The guidelines lay that the review process is divided into three major stages: 1) the first stage is planning the review, where the researchers identify the review requirement, and develop research questions and protocols to review the literature; 2) the second stage is conducting the review, here the researchers conduct the review based on the selected topic, assess the quality and data extraction, analysis and synthesis is done; and 3) the third stage is reporting the review, here the researcher reports their findings based on the above stages of systematic literature review. The process of the systematic literature review proposed by them can be depicted in Figure 2 below.

Figure 2. The systematic literature review process

Source: Adapted from Xiao and Watson (2019).

3.1. Research questions

We have developed research questions that are relevant to marketing tourism by analyzing the research articles published between the years 2000 to 2023 that are within the area of marketing tourism products. The research questions developed aim to provide a deep understanding of the study area. Based on the existing review of literature specific to only to marketing tourism, we have developed four research questions, that are as follows:

RQ1: What are the expected outcomes of marketing tourism products?

RQ2: What are the different approaches, tools, and social media platforms for marketing tourism?

RQ3: What types of research methods are applied to examine marketing in tourism?

RQ4: What data collection methods are used to examine marketing in tourism?

RQ5: Does effective marketing mediate tourist satisfaction and destination loyalty?

3.2. Source of data

In order to find answers to the above-mentioned questions, we required research articles from various databases like Scopus, Springer, Sage, Elsevier, JSTOR, Web of Science, and Google Scholar. We decided to use Google Scholar as the database of our required research articles because it includes practically all the databases. It is a web-based search engine that includes online peer-reviewed journals,

academic journals, theses, dissertations, abstracts, reports, books, conference papers, and numerous scholarly literature. Thus, the use of Google Scholar as the database of the present study appeared to be the best source of data.

3.3. Search string

The main area of the present study is pivoted on marketing tourism products. To remain devoted to the aim of the study we decided to use marketing tourism as a compulsory component of our search string. Accordingly, we designed our first search string S_1 known as "Tourism" and "Marketing". We were also interested in reviewing the articles related to the different approaches and strategies to market tourism, so the second search string S_2 known as "Tourism" and "Marketing" and ("Approaches of tourism marketing" or "Strategies of tourism marketing") was designed. Using the two search strings, S_1 and S_2 we used the Google Scholar database to search for the existing literature related to the study. We found a total of 1,026 research studies using the search strings and database. The search strings and the Google Scholar findings are reported in Table 1.

Table 1. Search strings and Google Scholar findings

Search string	*Total number of articles returned on Google Scholar*	*Total number of pages of articles returned on Google Scholar*
S_1: "Tourism" and "Marketing"	980	98
S_2: "Tourism" and "Marketing" and ("Approaches of tourism marketing" or "Strategies of tourism marketing")	46	5

Source: Authors' elaboration.

3.4. Inclusion and exclusion criteria

The number of articles found using the search strings and the database was numerous. We decided to use inclusion and exclusion criteria to include research articles related to the study and eliminate research articles that divert from the main area of the study. Five inclusion and exclusion criteria (IE_1, IE_2, IE_3, IE_4, IE_5) were developed as shown in Table 2 below.

The results found in the Google Scholar database included marketing studies that were not related to tourism and tourism studies that were not focused on marketing. We developed the first inclusion-exclusion criteria (IE_1) to consider those research articles that studied the use of marketing in the tourism business. The second inclusion-exclusion criteria (IE_2) was developed to include those articles that studied the various marketing tools and approaches in tourism and discard those articles that studied the marketing tools and approaches for other purposes. The research articles in the database also included studies related to the use of social media in tourism and other purposes. To eliminate those articles that were related to the use of social media for other purposes, the third inclusion-exclusion criteria (IE_3) was developed and incorporated articles relating to the use of social media in tourism in the study. We also found research articles that were published in other languages, so the fourth inclusion-exclusion criteria (IE_4) was developed to include articles published in the English language only. We also developed the last and final inclusion-exclusion criteria (IE_5) to consider only those research papers that were published between the years 2000 and 2023 with the objective of observing the trend of marketing tourism research in the 21st century.

Table 2. Inclusion and exclusion criteria

No.	*Inclusion criteria*	*Exclusion criteria*
IE_1	Application of marketing in tourism business	Application of marketing in other business
IE_2	The use of marketing tools and approaches in tourism	The use of marketing tools and approaches for other purposes
IE_3	The use of social media platforms and technology for marketing tourism	The use of social media platforms and technology for other purposes
IE_4	Papers published in the English language	Papers published in other languages
IE_5	Papers published between the years 2000 to 2023	Papers published before the year 2000

Source: Authors' elaboration.

3.5. Selection of the study

With the help of the search strings designed by us, the Google Scholar database returned a total of 1,026 research articles. Sixty articles were picked out of the total articles using the inclusion-exclusion criteria. Considering the aim of the study and performing critical scrutiny by analyzing the title, abstract, and article content, a total of 32 articles were selected for the systematic literature review. The final sample of 32 research papers covers comprehensively the study of marketing in tourism. Therefore, the systematic literature review emphasized the final set of 32 research articles gathered from 29 journals, two conference papers, and one book chapter found in Google Scholar. In the following Tables 3 and 4, we present the list of journals, conferences, and the number of articles.

Table 3. List of journals and years

No.	Journal (years and conference papers)	Number of articles
1	*International Journal of Research and Analytical Reviews* (2018)	1
2	*Annals of Spiru Haret University. Economic Series* (2019)	1
3	*European Journal of Marketing* (2000)	1
4	*Applied Economics* (2008)	1
5	*American Academic & Scholarly Research Journal* (2012)	1
6	*International Journal of Business and Social Science* (2011)	1
7	*Academic Journal of Interdisciplinary Studies* (2014)	1
8	*Tourism: An International Interdisciplinary Journal* (2010)	1
9	*Journal of Travel Research* (2000, 2007, 2016)	3
10	*Tourism Critiques: Practice and Theory* (2021)	1
11	*Tourism Management* (2008)	1
12	*African Journal of Hospitality, Tourism and Leisure* (2019)	1
13	*Strategic Marketing in Tourism Services* (2012)	1
14	*International Journal of Hospitality Management* (2013)	1
15	*Journal of Environmental Management and Tourism* (2018)	1
16	*Journal of Hospitality and Tourism Technology* (2022)	1
17	*Mobile Information Systems* (2022)	1
18	*Annals of Tourism Research* (2020)	1
19	*International Journal of Social Sciences and Humanities* (2019)	1
20	*Journal of Tourism, Sustainability and Well-being* (2022)	1
21	*International Journal of Research — GRANTHAALAYAH* (2017)	1
22	*Global Journal of Environmental Science and Management* (2022)	1
23	*Journal of Sustainable Tourism* (2017)	1
24	*Sustainability* (2022)	1
25	*Economic and Social Development: Book of Proceedings* (2021)	1
26	*Marketing Intelligence & Planning* (2010)	1
27	*Journal of Hospitality and Tourism Insights* (2023)	1
Total		29

Source: Authors' elaboration.

Table 4. List of conferences and years

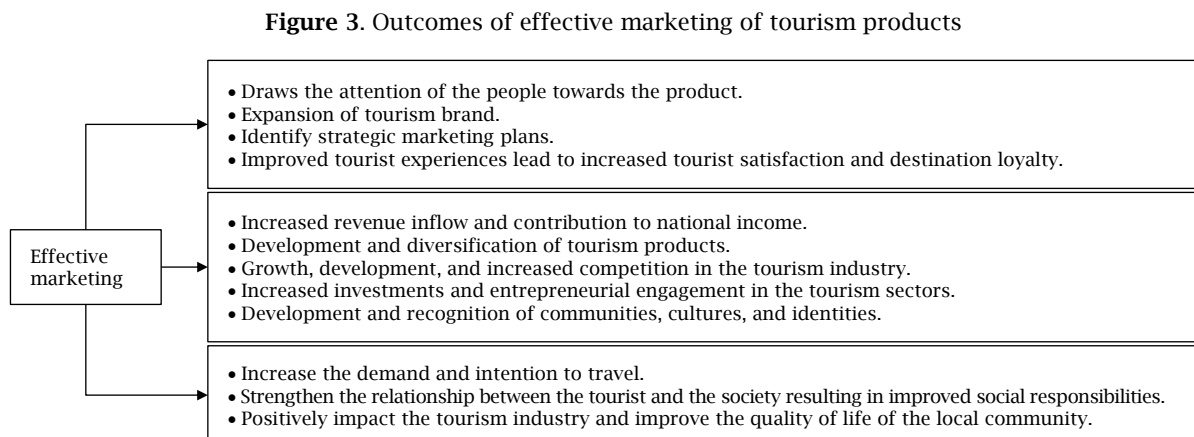| No.	Journal (years and conference papers)	Number of articles
1	*1st International Conference One Belt, One Road, One Tourism (ICOBOROT 2018)* (2018)	1
2	*Management International Conference* (2017)	1
3	*Journal of Physics: Conference Series* (2019)	1
Total		3

Source: Authors' elaboration.

4. RESEARCH RESULTS

After making a detailed review of the 32 articles selected, we report the answers to our research question (*RQ1, RQ2, RQ3, RQ4*, and *RQ5*) shown in above Table 1. The results of our findings based on the research questions are exhibited below.

4.1. Expected outcomes of marketing tourism products

By reviewing the articles in detail, we found that the study of tourism marketing is crucial to developing knowledge for planning effective marketing strategies. The marketing of tourism is significantly different from marketing normal products because, in tourism, the product is in the form of a service. We have identified 18 outcomes of effective marketing of tourism products based on the review of literature listed in the following Figure 3.

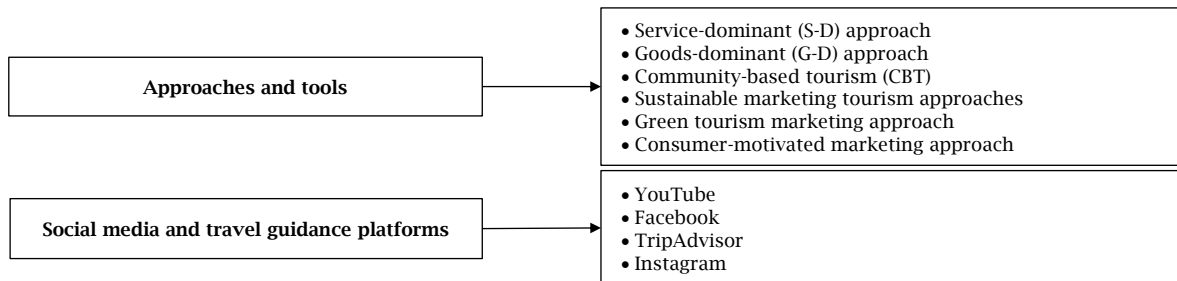**Figure 3**. Outcomes of effective marketing of tourism products

4.2. Approaches, tools, and social media platforms for marketing tourism

The articles selected for the study also include studies that investigate the different approaches, tools, and social media platforms for marketing tourism products. The study found that the S-D is more efficient than the G-D approach in marketing tourism products. It was found that the various approaches and tools of marketing tourism including marketing mix tools, word of mouth, consumer-motivated approach, understanding tourism behavior, CBT, green tourism, sports tourism, digital tourism marketing, sustainable marketing approach, and tourism marketing using AI and big data are efficient and utility oriented in marketing tourism products.

The study also perceived that social media platforms and travel blogs are an important source of information for people in planning and deciding their tour and travel destinations. Thus, social media platforms and travel blogs should be viewed as important tools for marketing tourism. Studies reveal that social media platforms comprising YouTube, Facebook, and Instagram and travel guide platform TripAdvisor are most widely used by people in making tour and travel decisions. Tourism businesses faced with growing competition globally should consider marketing themselves on such platforms to increase their visitors. In consideration of the fact that the nations of the world are dealing with the issues of sustainable development and the world is becoming more and more technology-driven, we have perceived that taking up studies relating to marketing tourism products based on technology and sustainable approaches is the need of the hour. The most significant approaches, tools, and social media platforms in marketing tourism products are displayed in Figure 4 below.

Figure 4. Various approaches, tools, social media platforms, and travel guide platforms in tourism marketing
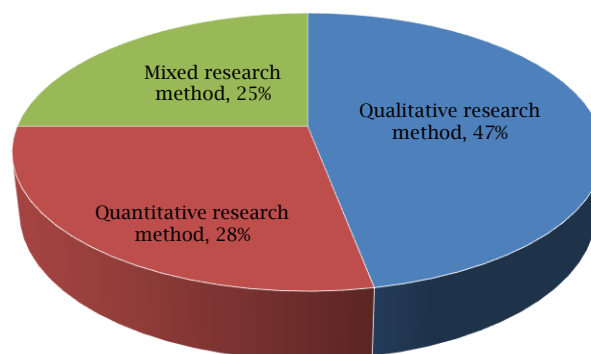

4.3. Research methods are applied to examine marketing in tourism

In the present review of the literature, we found that the researchers mainly used qualitative methods of research (RM_1). Approximately 47% of the studies included in the present study used qualitative methods of research. The qualitative research methods used by researchers include case studies, literature reviews, and observation methods. About 28% of the study included in the present study used quantitative methods of research (RM_2) like panel data method, regression analysis, multiple linear regression analysis, and correlation analysis. Following this 25% of the study used mixed methods of research (RM_3). The types of research methods used in marketing tourism products are depicted in the following Figure 5.

Figure 5. Types of research methods used in marketing tourism products

4.4. Data collection methods are used to examine marketing in tourism
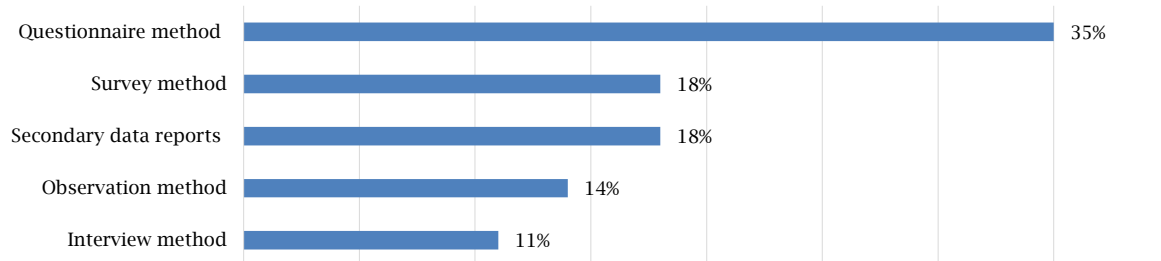
The review of articles in great depth that were selected for the study revealed that the researchers used various methods of data collection for their studies. However, one of the selected research papers for the study failed to specify the method of data collection used in the research article. We identified five data collection methods used by researchers included in the present study to examine tourism marketing. The identified data collection methods were; the questionnaire method, survey method, interview method, observation method, and data collected from published data reports. Out of the total research papers reviewed

in the study, 35% of research articles used the questionnaire method for data collection, 18% used the survey method, 11% used the interview method, 14% used the observation method, and 18% used secondary data reports for data collection. The rest 4% did not specify their data collection method. Thus, the majority of the researchers used the questionnaire method of data collection. The types of data collection methods observed in studies relating to marketing tourism can be shown in the following Figure 6.

Figure 6. Types of data collection methods observed in studies relating to marketing tourism

4.5. Effective marketing and influence on tourist satisfaction and destination loyalty

Destination loyalty is determined by tourist satisfaction (da Costa Mendes et al., 2010). The tourist when satisfied with their tour and travel experience develop destination loyalty. They are satisfied with the tourist destination and desire to visit the place again. Some factors like attraction, amenities, accessibility, hospitality, and ancillary are responsible for tourist satisfaction (Yusendra & Paramitasari, 2018). We observed that studies on the effective marketing of tourism products apply marketing mix tools to examine tourist satisfaction and destination loyalty. After performing a systematic literature review of all the research studies selected for the present study, we found that all the above-mentioned factors responsible for tourist satisfaction are covered in the marketing mix tool analyzed in the studies. The results of the study are proof of the fact that effective marketing strategies aimed at identifying the needs and wants of tourists lead to increased tourist satisfaction and the increased tourist satisfaction generates destination loyalty. Therefore, it can be inferred that effective marketing mediates tourist satisfaction and destination loyalty.

5. CONCLUSION

The importance of the tourism industry can no longer be ignored. Marketing has a major role to play in achieving the desired growth and development in the tourism industry. A systematic literature review was performed subjected to studies concerning the marketing of tourism products published between 2000 to 2023. The review was strictly carried out and it highlights the importance of marketing tourism products; the shift in the direction of studies relating to marketing tourism and various approaches, tools, and segments of marketing tourism. Upon strict analysis of the research articles, we have observed that research on marketing tourism, although limited, demonstrates an evolving trend. The focus of marketing tourism has shifted from the application and significance of marketing in tourism to identifying various effective strategies, tools, and approaches to market tourism products and just recently, it has been observed that studies relating to the use of AI and technology in the marketing of tourism products are also taken up by researchers.

Regarding the perspectives of travel suppliers in tourism research studies, it was found that the perspectives of the tourists have been studied dominantly and there is a weak line of work detected in perspectives of the travel suppliers.

The scrutiny of the review of the literature on tourism marketing strictly, revealed that the specific sector studies in the tourism industry are rare. The marketing processes of each sector of the tourism industry vary. The tourism industry is a service-oriented industry that categorizes it as unique. There is a need to explore and fill the gap in the context of studies relating to specific sectors of the tourism industry.

The analysis found that research in marketing tourism mainly employs three types of research methods namely, qualitative method, quantitative method, and mixed method. It can be inferred that; the mixed method of research method is comparatively finer to serve as a research method for tourism marketing studies. The use of more than one method of data collection is also favorable because studies that used more than one data collection method addressed findings and results to a greater extent.

In addition, geographical gaps in the literature have also been found. Research studies concerned with the marketing of tourism in India are lacking and are still focused on establishing the importance of marketing in the tourism industry whereas research studies concerned with the marketing of tourism in other developed nations have advanced from establishing the importance of marketing in the tourism industry and are presently focusing on marketing their tourism destinations internationally. Further, the apparent devoid of studies of specific unexplored and untouched regions of India concerned with marketing such tourism destinations is of concern. This reflects that, it is high time that studies relating marketing of tourism products in India proceed with breakthrough marketing tourism studies to supplement the development of the Indian tourism industry in the present competitive world.

We also learned that the topics of innovation, AI, and sustainability are still very novel topics of research in the field of tourism and marketing tourism. There is an emerging requirement for up-to-date, new, and innovative insights to address the new drivers and triggers to position the tourism industry in a highly competitive market.

The present systematic literature review is a progressive attempt to evaluate, analyze, and explore the existing literature on marketing tourism in the global paradigm, conceiving new and deep insights. The tourism industry was one of the worst hit industries by the coronavirus pandemic of 2019 and the industry is still recovering from the damages that occurred. A strong and effective marketing strategy targeted to attract wider tourists all around the world is the way out of failing tourism industries.

Considering the limitations of the study, a few research papers that were in accordance with the selection criteria of the study were unavailable for download. The future research direction includes interrelated studies and, importantly, crossing the marketing dimension in tourism studies.

Hence, following the present study, there is an emerging requirement for new and advanced insights. This section concludes with a note for contemplation: how can tourism marketing strategies be improved? Reasonably, the progressive world calls for the identification and creation of advanced tourism marketing strategies.

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