

Digital transformation in tourism marketing: consumer behavior, trends, and future research directions

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Abstract

Digitalization and technological innovations have fundamentally transformed the way tourism marketing operates, as well as consumers' information-seeking and decision-making processes. The aim of this study is to provide an overview of the digital transformation of tourism marketing, with a particular focus on changes in consumer behavior, key trends, and future research directions. The research is based on a literature review grounded in qualitative, thematic analysis. The results indicate that social media, artificial intelligence, big data, and smart tourism solutions are playing an increasingly significant role in tourism marketing. The study emphasizes that, alongside technological advancements, sustainability, personalization, and an experience-centered approach are becoming key factors in competitiveness.

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1. Introduction

Tourism is one of the most dynamically developing sectors of the global economy, playing a significant role in promoting economic growth, employment, and regional development. According to data from the World Tourism Organization, international tourism shows a long-term growth trend, which further reinforces the sector's strategic importance for both developed and developing economies [35]. Recent research indicates that tourism growth is becoming increasingly sensitive to global economic, health, and geopolitical factors, which heightens market uncertainty and competition [10]. In this increasingly competitive environment, the role of marketing is becoming more important, as competition among destinations and tourism service providers is fundamentally a race to capture consumers' attention and preferences [14] [28].

The global significance of tourism is well illustrated by the fact that the sector has become one of the key drivers of economic growth and employment in recent decades [35]. However, the sector has undergone a significant transformation, driven primarily by digitalization and technological innovation. According to recent research, digitalization is not merely a supporting tool but has become the structural foundation of the tourism industry [23]. The spread of the internet, mobile technologies, and social media has fundamentally changed the way tourism products are marketed, sold, and consumed. Alongside traditional marketing tools, digital channels are playing an increasingly important role, enabling interactive, personalized, and real-time communication [6] [4], while reducing service providers' control over communication.

The rise of digitalization has fundamentally transformed marketing activities, particularly in the field of tourism, where the role of online channels is steadily growing [9]. Today's tourists are active information seekers who base their travel decisions largely on online sources, reviews, and social media content, while information overload and questions of credibility pose an ever-greater challenge [17]. User-generated content (UGC) and electronic word-of-mouth (eWOM) play a decisive role in

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the perception of destinations and in the decision-making process [20] [38]; however, manipulated content and algorithmic biases can undermine their reliability [10]. Consumers are thus not merely recipients but also active shapers of tourism marketing communications, which fundamentally reshapes traditional marketing models.

Along with the rise of social media, new marketing tools have emerged, among which influencer marketing stands out. Through their personal experiences, influencers are able to influence the attitudes and travel intentions of potential tourists, particularly among younger generations [10]. A growing body of research highlights that an excessive presence of influencers and the proliferation of paid content can undermine credibility and effectiveness [7]. In addition, the use of big data and artificial intelligence enables a deeper understanding of consumer preferences and the creation of personalized offers [14] [35], although these applications also raise data protection and ethical issues. The emergence of the “smart tourism” concept has further reinforced the trend toward tourism services being increasingly technology-driven [13]; at the same time, due to differences in levels of development, their implementation is not uniform.

The evolution of tourism marketing is also closely linked to the general transformation of marketing theory. Due to the specific characteristics of service marketing, the classic marketing mix (4P) model was supplemented by the 7P model; subsequently, with the emergence of the concept of the experience economy, the experience-centered approach came to the fore [15] [28]. Due to the complexity of the digital environment, these models alone are no longer capable of fully describing how tourism marketing operates. A distinctive feature of tourism is that it offers a complex service package created by multiple stakeholders, the marketing of which poses unique challenges [26], particularly in the areas of integrated communication and brand management.

Although a significant amount of research has been conducted on the topic of tourism marketing, the literature is often fragmented and, in many cases, focuses on a single subfield. Furthermore, there is limited integration among the various research directions, which makes it difficult to draw comprehensive conclusions [32]. This justifies the preparation of a systematic and critical literature review capable of integrating the various research directions and exploring their interrelationships.

The aim of this study is to explore the transformation of tourism marketing in the digital age through a literature review. The research also aims to identify key trends and outline future research directions, with a particular focus on the relationship between technological innovations and consumer behavior. The study contributes to the theoretical systematization of tourism marketing and provides a foundation for further empirical research.

2. Method

This study is a qualitative literature review based on thematic analysis, aimed at systematizing and critically interpreting scientific findings related to the digital transformation of tourism marketing. The research involved a review of international and domestic literature, with particular emphasis on publications from the past decade, to ensure that the latest academic trends are reflected in the analysis.

Data collection was conducted using several academic databases, including Scopus, Web of Science, and Google Scholar. The keywords used in the search included “tourism marketing,” “digital tourism,” “online consumer behavior,” and “social media in tourism,” supplemented by the keywords “AI in tourism” and “smart tourism.” The aim of the search strategy was to select relevant, high-quality publications covering various aspects of tourism marketing [34]. As a result of the search process, a total of approximately 80 publications were identified, of which 34 were included in the detailed analysis based on relevance and quality criteria.

The study covered the period from 2015 to 2025, which allows for the identification of the latest trends and research directions. Selection criteria included peer-reviewed journal articles, academic books and book chapters, as well as works by leading authors in the fields of tourism and marketing. During the analysis, priority was given to studies that provide a theoretical framework or offer a comprehensive overview of current issues in tourism marketing [39]; non-academic sources and publications lacking a sound methodological foundation were excluded.

The literature review was conducted using a thematic analysis method. Based on a content review of the selected publications, major thematic areas were identified, such as the role of digital marketing tools, changes in consumer behavior, and innovations in tourism marketing. Thematic grouping allows for a structured presentation of the research findings and the exploration of relationships [2], while also incorporating a certain degree of researcher interpretation.

The methodological approach of the literature review contains elements that are partly narrative and partly systematic. Although the study does not fully follow the strict protocol of systematic literature reviews, it strives for transparency and reproducibility by documenting the search and selection process. This approach allows for a comprehensive and critical examination of the topic while ensuring scientific rigor [32].

One of the limitations of the methodology is that the study relies on English-language publications, which may affect the generalizability of the results. Furthermore, due to the rapidly changing digital environment, some findings may become outdated within a short period of time, particularly in the field of technological innovation. The selected time frame and sources allow for the reliable identification of the most important trends and research directions and provide a solid foundation for further research.

3. Results

3.1. The theoretical development of tourism marketing

The evolution of tourism marketing closely follows the general trends in marketing theory, yet it differs from it in several respects due to the unique, service-based nature of tourism. A tourism product is intangible, cannot be stockpiled, and its consumption often occurs simultaneously with its production, which significantly influences marketing approaches [26]. Furthermore, in tourism, the supply typically relies on collaboration among multiple service providers, which further increases the complexity of marketing activities. Recent research indicates that digital platforms partially reduce this complexity by enabling integrated value propositions [24].

The classic marketing model, the 4Ps (product, price, place, promotion), long shaped thinking in the field, but it was designed primarily for physical products [15]. With the rise of services, it became necessary to expand this model, leading to the emergence of the 7P model. The inclusion of staff, the physical environment, and service processes is particularly important in tourism, where these elements significantly shape the consumer experience [1]. According to some authors, these models need to be supplemented in the digital environment, as they do not sufficiently account for the role of online interactions and platform-based services [19]. The behavior of staff members who interact directly with guests, the atmosphere of the environment, and the smoothness of service delivery remain decisive factors, but they are increasingly complemented by digital experience elements.

An experience-centered approach has become increasingly prominent in tourism marketing. Tourists' decisions are influenced not only by rational factors but also by emotional and symbolic elements. Pine and Gilmore (1999) drew attention to the concept of the experience economy, arguing that companies must not merely provide services but must create memorable experiences. The latest research further nuances this by showing that experiences are formed not only during consumption but also through digital touchpoints [35]. This is particularly relevant in the case of tourism, as travel often appears as an identity-forming and emotionally defining experience.

The unique characteristics of destination marketing present additional challenges. A tourist destination is not managed by a single organization but is the result of collaboration among various stakeholders, such as accommodations, restaurants, attractions, and local organizations. This multi-stakeholder system makes it difficult to develop consistent marketing communications and build a brand [29]. The latest approaches emphasize the role of networked collaborations and digital platforms in improving coordination [3]. It is crucial for competitiveness that the destination be able to convey a coherent image and articulate a clear value proposition [30], which is an even more complex task in the digital space.

A major turning point in the development of marketing theory was the rise of relationship marketing, which emphasizes the building of long-term customer relationships. This is particularly important in tourism, as returning guests ensure stable demand and contribute to the destination's

reputation through their positive experiences [12]. It is important to note that in the digital environment, loyalty is becoming increasingly platform-dependent and is not exclusively tied to the service provider [19]. Building loyalty thus depends not only on the quality of the service but also on the consistency of experiences and emotional attachment.

The service-dominant logic further nuances this approach by positing that value is not created by the service provider alone, but rather emerges through interaction with the consumer [37]. In tourism, this means that the quality of the experience depends to a large extent on the tourist's active participation, attitude, and expectations. Research further highlights that digital technologies are increasingly playing an intermediary role in this value-creation process [14].

The emergence of digital technologies has added a new dimension to tourism marketing. Online platforms, review systems, and social media platforms enable tourists to share their experiences, which in turn influence the decisions of others. This process strengthens consumers' role in value creation and transforms traditional marketing communication [3]. For service providers, this presents both an opportunity and a challenge, as control over communication is partially slipping from their hands, while the role of consumer feedback is becoming increasingly important. Trends in tourism marketing thus clearly demonstrate that the emphasis has gradually shifted from a product-centered approach to experiences, relationships, and consumer participation. In the digital environment, these elements are becoming increasingly intertwined and require an integrated approach. Traditional models remain an important starting point, but on their own they are no longer sufficient to describe the complex workings of tourism, especially in the rapidly changing digital environment.

3.2. Digital tourism marketing

The rise of digital technologies has fundamentally transformed the way tourism marketing operates, giving rise to new tools, channels, and strategic approaches. Digitalization has not only changed the way we communicate but also the value creation process of tourism products, which is increasingly linked to technological innovations [3]. Digital marketing has now become one of the key competitive factors in tourism, fundamentally influencing not only competitiveness but also the quality of the consumer experience [9] [23].

One of the most important elements of digital tourism marketing is the growing role of online platforms and online travel agencies (OTAs). Systems such as booking platforms and travel portals enable users to quickly compare services and make instant reservations. These platforms function not only as sales channels but also serve an informational and decision-support role, as user reviews and feedback significantly influence consumer choices [38]. According to the latest research, these platforms are also reshaping market power dynamics and increasing the role of intermediaries relative to service providers [8].

The emergence of social media has added a new dimension to tourism marketing. Platforms, such as Instagram, TikTok, or YouTube, function not only as communication channels but also as tools for conveying experiences. Visual content, short videos, and personal accounts effectively shape the image of destinations and exert a powerful emotional impact on potential travelers. Due to the authenticity of user-generated content, it often has a greater impact than traditional marketing communications [31]. Content overload and the way algorithms work can distort consumer perceptions [10] [18]. Social media thus serves not only as a source of information but also as an active factor in decision-making.

Influencer marketing is also of paramount importance in digital tourism marketing. Influencers, particularly opinion leaders active on social media, are able to establish a direct connection with their followers and influence their travel decisions through personal experiences. According to research, influencer marketing is particularly effective among younger generations, where authenticity and identification play a key role [7] [21]. At the same time, excessive commercialization and the growing proportion of paid content can undermine influencers' credibility, which may lead to a decline in effectiveness over the long term.

In parallel with digitalization, tourism marketing is becoming increasingly data-driven. Big data and digital analytics enable service providers to gain a more detailed understanding of consumer behavior, preferences, and travel habits. Analyzing this type of data contributes to the development of targeted marketing campaigns and the creation of personalized offers, which increase consumer

satisfaction and competitiveness [16] [23]. Data collection and use also raise ethical and privacy issues, which are receiving increasing attention in the literature.

Recent studies also highlight the role of artificial intelligence and automation in tourism marketing. AI-based systems are capable of predicting consumer demand, optimizing pricing, and offering personalized content and recommendations. In addition, chatbots and virtual assistants enhance the user experience by providing fast and continuous customer service. The use of digital technologies not only increases marketing efficiency but also contributes to enriching the tourism experience; however, automation may reduce the role of personal interactions, which could negatively impact the experience for certain consumer groups [14] [35].

The concept of smart tourism is also receiving increasing attention in the literature. Smart destinations are based on information technologies that enable real-time data collection and analysis, thereby improving decision-making and the quality of services. While such systems contribute to more sustainable tourism operations and the personalization of the tourist experience, their implementation poses significant infrastructural and organizational challenges.

The development of digital tourism marketing also brings new challenges. The overwhelming amount of information, questions regarding the credibility of online reviews, and data protection issues are all factors that influence the effectiveness of marketing. Furthermore, due to the rapid pace of technological advancement, tourism businesses must constantly adapt to new trends and tools, which poses a particular challenge for smaller players.

Digital technologies have a direct impact on consumer decisions and travel intentions. The use of digital tools reduces uncertainty and facilitates access to information, while also introducing new types of risks, such as information distortion or algorithmic influence. Tourism marketing is therefore increasingly centered around digital experiences and online interactions.

Based on current trends, the future of tourism marketing is closely linked to technological innovation. Digital tools not only support but also shape marketing activities, which are evolving toward an increasingly integrated, data-driven, and experience-centered approach. The use of big data and analytical tools enables a deeper understanding of consumer behavior and the optimization of marketing activities, while sustainability and ethical considerations will play an increasingly important role in determining future directions.

3.3. Consumer behavior in tourism

The study of consumer behavior in tourism is of particular importance, as travel decisions result from a complex, multi-step process in which both rational and emotional factors play a role. A distinctive feature of tourism is that consumption often involves a high degree of engagement, making the decision-making process longer and more information-intensive than for many other products or services [33]. Recent research shows that the digital environment both simplifies and, in some cases, complicates this process [19].

The emergence of the digital environment has significantly transformed the consumer decision-making process. Today, tourists rely on a wide range of online information sources, including reviews, blogs, social media content, and video platforms. The search for information is not a linear process but can be understood as a dynamic process punctuated by constant feedback loops [38]. The use of digital tools reduces uncertainty related to travel but also increases the risk of information overload and information distortion [10].

Perception plays a key role in tourism decision-making. Consumers do not evaluate information objectively but filter it based on their own experiences, prior attitudes, and expectations. Visual content, such as images and videos, has a particularly strong impact, as it can trigger emotional reactions and influence perceptions of the destination [25]. According to the latest research, short-form video content and social media platforms further amplify this effect, particularly among younger generations [17].

Motivation also plays a key role in travel decisions. In the context of tourism, motivations can be diverse, including relaxation, seeking new experiences, cultural interest, or even the desire for social recognition. The literature often distinguishes between “push” and “pull” factors, where the former refer to internal motivations, while the latter refer to the destination’s appeal [5]. Digital marketing tools play a role in reinforcing both types of motivation, and platform algorithms increasingly influence which destinations become visible to consumers.

The processes of learning and memory also influence consumer behavior. Tourists form their preferences based on their past experiences, which in turn determine their future decisions. Positive experiences increase the likelihood of return visits and loyalty, while negative experiences can have a long-term impact on how the destination is perceived [15]. In the digital environment, experiences not only remain in an individual's memory but also influence the decisions of other consumers through online sharing, which reinforces the role of collective learning.

Social media further reinforces the role of social influences. Opinions, reviews, and recommendations are often more influential than official marketing communications, as consumers view user-generated content as more credible [20]. Research indicates that fake or manipulated reviews can distort decision-making, posing new challenges for tourism marketing [10]. This phenomenon contributes to tourism marketing increasingly being organized around social interactions and user experiences.

In recent years, the role of experiences and emotions in consumer behavior has received increasing attention. Travel often serves as a means of identity-building and self-expression, particularly among younger generations. Presence on social media, sharing experiences, and "experience consumption" are becoming increasingly important motivational factors [35]; at the same time, this process may also reinforce the phenomena of excessive self-representation and "spectacle tourism."

The use of digital technologies and artificial intelligence continues to shape consumer behavior. Personalized recommendations, algorithm-generated content, and automated systems influence information-seeking and decision-making. In the future, the role of data-driven, predictive marketing, which is capable of forecasting consumer needs and behavior, is expected to grow even stronger, raising the question of a potential decline in autonomous decision-making.

Tourism consumer behavior can thus be understood as a complex, constantly changing system in which psychological, social, and technological factors all play a decisive role. The digital environment not only provides new tools but also fundamentally transforms consumers' thinking and decision-making processes.

3.4. Major trends in tourism marketing

The evolution of tourism marketing in recent years has been shaped by numerous interrelated trends that significantly influence service providers' strategies and consumer behavior. According to the literature, these trends are primarily linked to the rise of digitalization, experience-centricity, sustainability, and data-driven approaches [9] [31]. At the same time, the latest research indicates that these trends do not shape the development of tourism marketing independently of one another, but rather through mutual interaction [23].

One of the most prominent trends is the rise of experience-based tourism. Tourists are increasingly seeking unique, personal, and memorable experiences that go beyond traditional services. The experience plays a decisive role not only at the destination but also during the preparation for the trip and in post-trip communication [28] [35]. Based on research, the "commodification" of the experience, that is, its mass production, can diminish its uniqueness and authenticity, which poses new challenges for marketing.

Sustainability has also become a key trend in tourism marketing. Consumers are choosing destinations and service providers with increasing awareness, taking environmental and social impacts into account. This encourages tourism businesses to communicate sustainable practices and authentically demonstrate their commitment to responsibility [36]. The literature also draws attention to the phenomenon of "greenwashing," which can undermine consumer trust if communication is not accompanied by real actions.

The rise of personalization and data-driven marketing is also crucial. Big data and artificial intelligence enable a deeper understanding of consumer behavior and the creation of targeted offers. Algorithms are capable of displaying relevant content and offers based on user preferences, which increases marketing effectiveness [16] [22]. The data-driven approach raises an increasing number of ethical and privacy issues, particularly regarding the handling of personal data.

The concept of smart tourism is one of the most comprehensive manifestations of technological advancement. Smart destinations utilize systems based on real-time data collection and processing,

thereby enhancing the tourist experience and the quality of services [13]. These include, for example, smart mobile apps, digital information systems, and interactive services, the implementation of which often involves significant investment requirements and organizational challenges, which can limit their widespread adoption.

The dominance of social media and visual content has continued to grow in recent years. Short-form video content, influencers, and user reviews have a significant impact on the image of destinations and consumer decisions [7] [21]. At the same time, content oversaturation and algorithmic filtering can distort visibility and consumer perceptions, posing new challenges for marketing strategies. As a result, tourism marketing is increasingly shifting toward digital storytelling and experience-based communication.

Table 1 summarizes the most important trends and their impact on marketing:

Trend	Brief description	Impact on marketing
Experience-based tourism	The search for unique, memorable experiences	Storytelling, emotional engagement
Sustainability	Environmental and social awareness	Authentic communication, green marketing
Personalization	Offers tailored to individual needs	AI-based targeting
Big data and analytics	Consumer data analysis	Data-driven decision-making
Smart tourism	Use of smart technologies	Enhancing the digital experience
Social media dominance	The rise of UGC and visual content	Influencer marketing and engagement

A common feature of these trends is that tourism marketing is increasingly becoming an integrated and complex system, where technological, social, and economic factors interact to shape market processes. In the future, the role of digitalization and experience-centric approaches is expected to continue to grow, while sustainability and ethical operations are increasingly becoming competitive advantages, and regulatory and social expectations are exerting an ever-greater influence on marketing practices.

3.5. Research gaps in the field of tourism marketing

The literature on tourism marketing has expanded significantly in recent years, but several areas can be identified where further research is needed. Due to rapid technological advancements and constantly changing consumer behavior, many issues have not yet been explored in sufficient depth.

One of the most significant gaps is the low number of longitudinal studies. Most studies are cross-sectional in nature, capturing consumer attitudes and behavior at a specific point in time. This limits our understanding of the long-term impact of digital technologies and marketing tools on tourism decisions and loyalty [22]. The dynamic nature of tourism would justify a more in-depth examination of changes over time.

It is also notable that the proportion of qualitative research is relatively low compared to quantitative studies. Although survey-based research is widespread, it often fails to uncover the deeper motivations and meanings underlying consumer decisions. In tourism, where experiences and emotions play a central role, the broader use of qualitative methods, such as interviews or netnographic analyses, would be particularly warranted [27].

Research on regional differences is also lacking. Most studies have been conducted in developed countries, primarily in Europe and North America, while the specific characteristics of developing destinations are less represented in the literature. This limits the generalizability of the findings, particularly in contexts where digital infrastructure or consumer habits differ [3].

Although the role of artificial intelligence and automation in tourism marketing is receiving increasing attention, most research is still in its early stages. In particular, there is little empirical evidence available on how AI-based systems influence consumer trust, decision-making, and experience [35]. Due to the rapid development of technology, this area is expected to become one of the key research directions in the future.

Another gap is the lack of a comprehensive examination of the impact of digital tools. Research often focuses on a single platform or tool, such as social media or online reviews, while paying little attention to integrated marketing communications and the interactions between different channels [31]. In tourism marketing practice, however, consumers use multiple platforms simultaneously, which justifies a more comprehensive approach.

The relationship between sustainability and digitalization also requires further research. Although an increasing number of studies address sustainable tourism, less attention is paid to how digital marketing contributes to the formation of sustainable consumer decisions [13]. This is a particularly pressing issue as the problems of climate change and overtourism intensify.

Based on the above, it is clear that research in tourism marketing still encompasses numerous unexplored areas. An interdisciplinary approach that combines perspectives from marketing, psychology, and information technology may be particularly important for future studies.

3.6. Future research directions in tourism marketing

The rapid transformation of tourism marketing opens up new research opportunities that can contribute to a deeper understanding of the field and the development of practical applications. Based on the gaps identified in previous chapters, several areas are emerging that deserve special attention in the future. Although the literature examines numerous subfields, their integrated interpretation remains limited, which justifies further research.

One of the most promising areas of research is the examination of the role of artificial intelligence and automation in tourism marketing. Although AI-based solutions, such as recommendation systems, chatbots, and predictive analytics, are increasingly widespread, there is still a limited amount of empirical research available on how they influence consumer trust, satisfaction, and decision-making [35]. For future research, it may be particularly important to examine the credibility of AI-generated content and consumer acceptance of automated decision support, as these can fundamentally influence marketing effectiveness.

Analyzing generational differences also represents a relevant research direction. As digital natives, Generation Z and subsequent age groups relate to tourism information and marketing communications in different ways. For them, visual content, social media, and experience sharing are of paramount importance [7]. However, few studies have examined the long-term loyalty of these generations to destinations or how their decision-making evolves in a rapidly changing digital environment.

Examining the relationship between the digital experience and consumer loyalty is also an important area of research. In tourism, the quality of the experience determines the intention to return and the willingness to recommend; however, in the digital environment, the experience is shaped not only during the physical stay but also in the pre- and post-travel phases. Although customer journey models partially cover this, integrated models tailored to the specific characteristics of tourism are still lacking [19]. Analyzing this entire experience chain can contribute to the development of more complex marketing models.

A more in-depth examination of the effectiveness of influencer marketing is also warranted. Although numerous studies confirm the impact of influencers on consumer decisions, less attention has been paid to the factors that influence credibility and long-term effectiveness. Future studies could, for example, explore the role of micro-influencers, as well as the balance between authenticity and commercial content [21]. It is also worth examining the extent to which influencer marketing leads to lasting consumer engagement or merely produces short-term effects.

Exploring the relationship between sustainable tourism and digital marketing is also an increasingly relevant issue. Future research could examine how digital communication contributes to encouraging sustainable consumer decisions, as well as how to avoid the phenomenon of

“greenwashing” in tourism marketing [13]. Currently, there is little empirical evidence available regarding the extent to which sustainability messages actually influence consumer behavior.

Finally, an important area of research could be the examination of integrated digital marketing systems. Consumers use multiple platforms and channels simultaneously, so understanding the effectiveness of marketing activities requires exploring the relationships between different tools and platforms. Although multichannel marketing has received significant attention, the synergies and interactions between platforms remain largely unexplored [9]. Research of this type can contribute to the development of complex, data-driven marketing strategies.

Based on future research directions, it is evident that tourism marketing increasingly requires an interdisciplinary approach. Integrating marketing, psychology, and information technology enables a deeper understanding of consumer behavior and the development of more effective marketing solutions, but it also poses new methodological challenges for researchers.

The aim of this study was to explore the transformation of tourism marketing in the digital environment through a review of the literature. Based on the results of the analysis, it can be concluded that tourism marketing has undergone significant structural changes in recent years, primarily linked to technological advancements and shifts in consumer behavior. Digitalization has not only created new tools but has also fundamentally redefined the functioning and logic of marketing processes.

A review of the literature highlights that the focus of marketing activities is increasingly shifting toward an experience-centered approach, personalization, and digital interactions. Traditional marketing tools remain relevant, but their role is evolving, and they are becoming increasingly integrated with digital solutions. Social media, online platforms, and data-driven marketing have become defining elements of tourism communication, while marketing control has shifted in part toward consumers.

Based on an analysis of consumer behavior, it can be concluded that tourists have become active participants in the marketing process. Through information seeking, reviews, and sharing their experiences, consumers are not merely recipients but also shapers of how tourism offerings are perceived. Accordingly, the digital environment not only provides new tools but also fundamentally transforms decision-making processes, while introducing new types of uncertainties and distortions.

Based on an analysis of these trends, it becomes clear that the future of tourism marketing is closely linked to technological innovation. Artificial intelligence, big data, and smart tourism solutions are playing an increasingly important role, while sustainability and ethical operations are becoming key determinants of competitiveness. These trends do not always align harmoniously and also present new challenges for service providers.

The study also identified key areas where further research is needed. In particular, there is a need to increase the number of longitudinal studies, apply qualitative methods more widely, and explore the relationships between digital technologies and consumer behavior in greater depth. In addition, empirical research on the effects of artificial intelligence and an analysis of the practical implementation of sustainable tourism marketing offer further research opportunities.

The theoretical contribution of this study lies in its integration of various research directions in tourism marketing and its presentation of their interrelationships within a systematic framework. From a practical perspective, the research findings can provide guidance to tourism service providers in developing marketing strategies, particularly in the areas of the conscious use of digital tools and consumer experience management.

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