



Chapter 1

The Digital Tourism Business: A Systematic Review of Essential Digital Marketing Strategies and Trends


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ABSTRACT

In recent years, the development of new technologies and, in particular, the internet has encouraged industries such as the tourism to adapt their business models to the new forms of marketing in the 21st century. Therefore, the objective of this research is to carry out a systematic literature review (SLR) on the main published research studies in the field of digital tourism business (DTB) with the aim of defining what are the essential digital marketing strategies and their trends for the years coming. The results of the research identify techniques such as SEO, SEM, ASO, Sentiment analysis, textual analysis, based-location social media networks, remarketing and programmatic advertising, social ads influencers marketing, and eWOM (internet word of mouth) as the main digital marketing techniques for digital tourism business. Likewise, the main trends for the tourism digital sector have been identified. The results of this research study can be used by practitioners to improve their digital marketing strategies within the digital tourism ecosystem.

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INTRODUCTION

In recent years, the development of new technologies and, in particular, the Internet, has encouraged industries such as tourism to adapt their business models to the 21st century and to the new forms of marketing (Bennett et al., 2017). With the development of these new technologies, marketing has evolved towards a digital ecosystem in which products and services can be obtained 24 hours a day, 7 days a week, around the world (Sutherland et al., 2018).

Traditional marketing has evolved to consolidate certain digital marketing strategies that are operating with very high percentages of returns and that are driven by the time users spend using their mobile phones and computers (Palos-Sanchez et al., 2019).

This evolution of new technologies has caused users to change their behavior and habits spending more time connected to the Internet (Yousaf & Xiucheng, 2018). This fact represents an opportunity for companies and industries that can operate in these digital ecosystems, since different research indicates that users invest an average of 6 hours a day in front of digital screens (Fang et al., 2016)

In this sense, we must point out that certain industries such as the tourism industry have also joined this trend and have opted for business models based on the digital environment, which has led to an authentic revolution in the sector. This revolution has caused companies to focus their main marketing strategies on what is known as Digital Tourism Business (DTB). Basically, the DTB is defined as the businesses that are related to tourism and that their main sales channel is the Internet, and also, the strategies to boost their business models are based on digital marketing techniques (Hojeghan & Esfangareh, 2011).

The industry in which this research study is focused is the one related to tourism, a sector that is increasingly global and in which more tourists increase their investment. The tourism industry relies on sales through the Internet in terms of business such as the sale of airline tickets, or personalized travel packages, as well as last minute offers and low-cost travel organization (Nezakati et al., 2015; Palos-Sanchez & Saura, 2018).

The ease offered by the Internet to show information related to tourism has made many companies to choose digital marketing as the main digital marketing development strategy to achieve sales through the Internet (Sutherland et al., 2018).

Therefore, the objective of this research is to develop a Systematic Review of Literature (SRL) on the main published research in the field of DTB in order to define what are the essential strategies of digital marketing that should be develop the companies with tourist purposes that perform on the Internet (Li et al., 2018). This fact is important due mainly to the importance that the companies that perform on the Internet within the tourism sector develop their business models based on

digital strategies (Saura, Rodríguez & Reye-Menendez, 2019; Tavakoli et al., 2019). It is important to correctly choose the digital marketing tactics and strategies to be able to hit the users that follow a brand, and in this way, to be able to optimize the strategies in the digital environment (Senyo et al., 2019).

In addition, it is interesting to be able to understand what strategies are being researched by academics as this guide into the interest of the digital tourism industry on the best digital marketing strategies (Ukpabi et al., 2017). Therefore, this chapter covers a gap present in the literature research, which is to identify, according to specialized research in digital tourism marketing, the best techniques of digital marketing for tourism and link its concrete development to business models based on the tourism sector that are promoted through the Internet (Herráez et al., 2017; Reyes-Menendez et al., 2018).

To this end, this chapter is structured as follows, first an introduction section is presented, a subsequent literature review part, next, the methodology development is presented, specifically a systematic literature review, the analysis of the results of this review is the next part, which presents the main techniques identified as well as the trends, and finally discussion and conclusions are presented.

THE DIGITAL TOURISM BUSINESS ECOSYSTEM

Most regions of the world enjoyed solid growth in tourist arrivals from January to June 2018 (UNWTO, 2018). This increase was caused by a strong demand for outlets in the main markets around the world, underpinned by a rebound in the world economy and the development of new technologies that facilitates the planning and movement of tourists around the world (Bassano et al., 2019; Saura, Reyes-Menendez & Palos-Sanchez, 2018).

Consulting the UNWTO research (2018), by region, Europe, together with Asia and the Pacific occupy the first position, with an increase in arrivals of 7% each. Southern and Mediterranean Europe, as well as Southeast Asia, recorded the best results in these regions, both with 9% more international tourists.

The Middle East and Africa also obtained solid results, with an increase in arrivals of 5% and 4% respectively, according to the information, still partial, available on the destinations in these regions. In the Americas, growth was 3% throughout the semester, with South America (+ 7%) and North America (+ 5%) in front (UNWTO, 2018).

The United States remained the engine of much of the growth in the region and beyond. In terms of tourism demand, France, the United Kingdom and the Russian Federation all recorded double-digit increases in outbound spending from Europe (UNWTO, 2018).

India and the Republic of Korea led the growth in Asia and the Pacific, while the main global issuing market, China, reached an expenditure similar to that of the same period last year. Given this strong first semester, the growth outlook for 2019 remains positive in general terms (UNWTO, 2018).

In this context, in which tourism is increasing around the world, we can find that the use of mobile technologies and the Internet is also doing so. In this way, the direct integration of ICT in the tourism sector establishes a basis for the concept and development of Digital Tourism as a social agent.

The context of Digital Tourism and specifically in the case of the development of business models based on Digital Tourism uses increasingly innovative technologies to increase the daily habits of tourists while traveling. We can highlight, in addition, personalization as another important feature since it allows tourists to adapt the information provided and access what they feel is most appropriate in the destination in which they are located (Reyes-Menendez, Saura & Alvarez-Alonso, 2018; Ukpabi et al., 2017).

Therefore, we must highlight not only the increase in the use of mobile applications but also in the use of smartphones globally. Also, the evolution of the mobile market has increased exponentially around the world in the last decade, as well as the use of the Internet in the tourism sector.

This fact is interesting since this is the support that enables the operation of new Digital Tourism Businesses initiatives. In this sense, in an increasingly globalized world, if we look at data from the Global Mobile Market Report (2018) we can understand that the penetration of the Smartphones market around the world, considering the country, the population and the number of users that use them.

In this way, we can highlight that the number of applications downloaded by users who use smartphones over the past few years has increased in the tourism sector, a fact that highlights the increase in the interconnectivity of users to the internet and tourism in general (Saura, Reyes-Menendez & Palos-Sanchez, 2019).

Likewise, we must take into account that the total time dedicated to the digital world has grown 53% in the tourism sector, a percentage that has been driven mainly by the use of mobile tourism applications. Specifically, the use of mobile applications has increased by 111% in the period between 2015 and 2018 (Senyo et al., 2019). In addition, in 2018 there were 149.3 billion downloads of mobile applications to their connected devices and it is expected that it will rise to 352.9 billion in 2021 if we focus on tourism applications. Also, the use of mobile applications, in general, represents 60% of the total time users spend in the digital environment. It is interesting to note that each user spent on average 73.8 hours per month using mobile applications and the millennials, the generation between 18 and 34 years old, are the most used media applications with a total of 93.5 hours a month being the generation that defines the target audience of the future for Digital Tourism. Millennials are young people who

base their lives on technology, the use of technology is a habit and they carry out their activities through mobile applications or digital platforms and social networks (Del Vecchio et al., 2018; Saura & Bennett, 2019).

LITERATURE REVIEW

With the aim of identifying those researches that have been able to develop a similar methodological approach that the one proposed by the authors, we have selected different researches that carry out systematic reviews of literature to identify specific digital marketing techniques, either within the tourism sector or of other (Tavakoli et al., 2019).

In this way, an example of research is Saura, Palos-Sanchez and Cerdá (2017) in which the authors focus on finding Key Performance Indicators (KPIs) directly related to the measurement of digital marketing, in addition to the main strategies that make up this digital ecosystem of marketing strategies. Also, Reyes-Menéndez et al. (2018), develop a research in which they focus on finding the characteristics of the main mobile applications of tourism by developing a systematic review of literature. Saura, Palos-Sanchez and Correia (2019) also develop a research that aims to define the main techniques of digital marketing used in the electronic commerce ecosystem, developing a systematic review of literature to define these digital techniques.

In this sense and to identify those investigations that propose similar methodological approaches in Table 1, the authors and the descriptions of identified works can be read.

METHODOLOGY

Following the research study presented by Saura, Palos-Sanchez and Correia (2019) for the development of this research study, a systematic literature review has been carried out in which the main scientific databases have been consulted: Web of Sciences, Journal of Citation Report (JCR), SCOPUS as well as ScienceDirect, PubMed, PsycINFO and other databases of scientific category (Tavakoli et al., 2019).

Likewise, for the selection of the works that are the object of study in this research study, queries have been made in the indicated databases with Boolean operators including the terms AND or OR and vice versa, considering the keywords in the title and in the summary of the papers consulted “Digital Tourism” and “Digital Marketing for Tourism” as well as “Digital Tourism Strategies”.

Table 1. Similar studies

Authors	Description
Ukpabi et al. (2017)	It raises a review on research that focuses on the acceptance of new information services through the Internet in the digital sector.
Sutherland et al. (2018)	Research Review that raises the influence of the Internet in the new digital economy and its future influences in different industries. It raises a trend of research and development.
Saura et al. (2018)	It develops a research through a literature review to find key indicators related to mobile tourism applications.
Tavakoli et al. (2019)	They develop a systematic review of literature with the objective of identifying the influence of the development of websites of tourism companies and their influence on their Internet strategies.
Senyo et al. (2019)	Develops a literature review on the digital ecosystem of business, making a prospective in relation to the trends of research in the digital sector.

Source: authors.

The research works resulting from these consultations have been selected by number of citations and references, as well as by the position of the journal that publishes it in the indicated rankings, based on those indexed within the Business and Management and Tourism categories or directly related (Saura, Palos & Debasa, 2017).

The process of SRL will allow to identify a solid vision about the ecosystem of Digital Tourism from a global perspective attending to the main works, which have addressed this issue. Consequently, in order to carry out the methodological process, different queries were first made in databases that were then refined according to the objectives of the selected researches. Articles identified in databases with the terms “Digital Tourism” and “Digital Marketing for Tourism” as well as “Digital Tourism Strategies” have pass through the following process:

Step I: Items excluded after the analysis of titles and abstracts (n = 258)

Step II: Delete inappropriate terms

Step III: They were not conclusive

Step IV: Select potentially eligible items (n = 110)

Step V: Items excluded from the full article analysis (n = 102)

Step VI: Select the articles that did not match the search terms

Step VII: They were not related to the research criteria

Step VIII: Delete limited quality in the evaluation

Step IX: Delete articles without description and specification of the terms

Step X: Final Items included (n=15)

This process has a resulting selection of 15 papers within the characteristics indicated above - see Figure 1 - (Tavakoli et al., 2019). The process of systematic review of literature will allow to obtain a solid vision about the ecosystem of Digital Tourism and Digital Marketing for Tourism from an academic perspective attending to the main articles that have been selected.

SYSTEMATIC ANALYSIS OF RESULTS FOR DIGITAL TOURISM TECHNIQUES

The main researches identified as key to the development of the subject we are dealing with are shown in Table 2, in which the name of the authors is shown, the research study title, and the Journal name in which they have been published.

Figure 1. PRISMA 2009 Flow Diagram.

Source: authors.

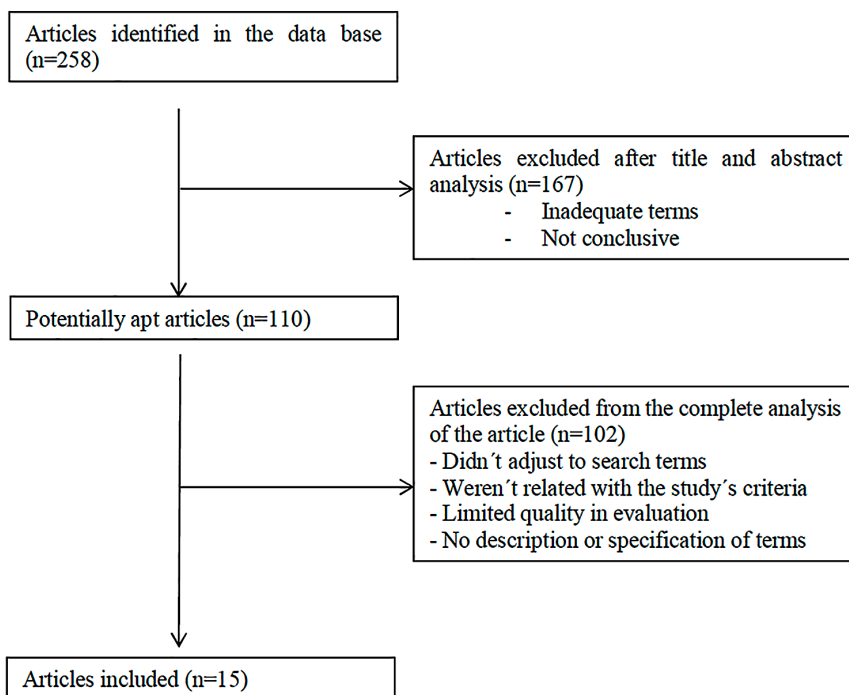


Table 2. Results of the systematic review of literature

Authors	Title	Journal
Hojeghan & Esfangareh (2011)	Digital economy and tourism impacts, influences and challenges	<i>Procedia-Social and Behavioral Sciences</i>
Nezakati et al. (2015)	Review of social media potential on knowledge sharing and collaboration in tourism industry	<i>Procedia-social and behavioral sciences</i>
Fang et al. (2016)	Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics	<i>Tourism Management</i>
Dedeke (2017)	Creating sustainable tourism ventures in protected areas: An actor-network theory analysis	<i>Tourism management</i>
Li et al. (2018)	Big data in tourism research: A literature review	<i>Tourism Management</i>
Yousaf & Xiucheng (2018)	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	<i>Tourism Management</i>
Alam et al. (2018)	Assessing regional digital competence: Digital futures and strategic planning implications	<i>Journal of Rural Studies</i>
Del Vecchio et al. (2018)	Creating value from social big data: Implications for smart tourism destinations	<i>Information Processing and Management</i>
De Pelsmacker et al. (2018)	Digital marketing strategies, online reviews and hotel performance	<i>International Journal of Hospitality Management</i>
Saura et al. (2018)	It develops a research through a literature review to find key indicators related to mobile tourism applications.	<i>Journal of International Environment and Public Health</i>
Straker et al. (2018)	Engaging passengers across digital channels: An international study of 100 airports	<i>Journal of Hospitality and Tourism Management</i>
Bassano et al. (2019)	Storytelling about places: Tourism marketing in the digital age	<i>Cities</i>
Vyas (2019)	Evaluating state tourism websites using Search Engine Optimization tools	<i>Tourism Management</i>
Sousa et al. (2019)	Skills for disruptive digital business	<i>Journal of Business Research</i>
Giglio et al. (2019)	Using social media to identify tourism attractiveness in six Italian cities	<i>Tourism Management</i>

Source: authors

Main Digital Marketing Techniques for Digital Tourism

Strategies Based on Search Marketing

Search Engine Optimization (SEO)

SEO positioning is known as Search Engine Optimization and is a digital marketing strategy that was born to optimize the results in the ranking of search engines known as SERPs (Search Engine Pages Results).

It has been identified that the research focuses its attention on SEO on digital tourism, since users who are interested in making the purchase of a flights ticket or to obtain information about a tourist destination, perform searches on search engines such as Google or Yahoo! in order to find information (Palos-Sanchez et al., 2018).

The digital tourism businesses base their strategies on developing content that talks about the tourism sector, so once the users land on this content they can obtain high-quality and useful information about a destination. In this way, users can make the purchase on the same platform.

Therefore, it is a very effective positioning technique on the Internet, because if we talk about digital tourism, users usually look for information on search engines about destinations (Saura et al., 2018), and in this case, the alternative would be to search on specialized platforms such as TripAdvisor or Google Maps, in which the positioning is parallel to this technique (Tavakoli et al., 2019).

Therefore, businesses based on digital tourism develop SEO positioning strategies that consist of optimizing their titles and descriptions, as well as URLs of the pages of their websites by adding keywords. These keywords that are identified, are those that users will search on the search engine search for information about the tourist destinations, thus increasing the possibility that when a user searches for a keyword related to a tourist destination, this appears in the results of search as well as the website of the company that sells tourist destinations or any product related to tourism.

Search Engine Marketing (SEM)

The Search Engine Marketing (SEM) is the creation of sponsored ads (known as paid search results) in the search results of the main search engines such as Google, Bing or Yahoo (De Pelsmacker et al., 2018). In this case, this type of technique also includes displays and banners that persecute users with respect to their search history. In this sense, this digital marketing technique are activated when a user searches for a keyword that the advertiser has chosen as predefined (Saura, Palos-Sanchez & Grilo, 2019).

In this sense, the effectiveness of this type of advertising is high, since in the search results of the main search engines are displayed personalized ads for each type of search performed by users, and thus, can be personalized according to the user's interests.

In addition, from this type of advertising videos can be also configured that appear before viewing a video on platforms such as YouTube, understanding that potential travelers can enjoy content in dynamic images and video, thus increasing the chances that they can buy tourism products or services in companies that are dedicated to these purposes on the Internet.

Search Store Optimization (ASO)

The ASO is the positioning strategy that is carried out in the applications stores such as Google Play (Android) and App store (Apple). The ASO serves as App Store Optimization and is a technique that consists in optimizing the app information in the main application stores (Saura, Rodríguez & Reyes-Menendez, 2019). Then, when an user searches for an application, it is tried to appear as high as possible in the ranking of the search results. Many businesses develop their digital tourism strategies based on a website and blog and, in addition, on mobile applications.

Therefore, mobile applications are another channel and another way by which users can obtain information about tourism products and services. Companies carry out these strategies to increase the possibility of impacting their customers also through mobile applications on their mobile phones.

Strategies Based on Digital Methodologies

Sentiment Analysis (SA)

Sentiment analysis is a strategy that consists of collecting information from reviews and comments as well as opinions from tourists and travelers who visit a place or who request information through social networks.

In this sense, sentiment analysis strategies are centered on the analysis of positive, negative and neutral feelings with respect to the analyzed data set. This set of data can be a database extracted from platforms such as Booking, TripAdvisor or Google Maps, including also from hotel profiles and tourist destinations on Twitter.

In addition, it is also possible that datasets can be generated from a hashtag linked to a tourist destination. With the use of this type of strategy, companies are able to obtain information related to the feelings and positive or negative experiences that travelers have had during their stays in hotels, or during the time they have enjoyed their product or service (Saura, Palos-Sanchez & Grilo, 2019).

With this information, the directors and managers of hotels or tourist offices can make decisions regarding the mixed feelings around their main products and services, optimizing possible problems that may exist around their products and services.

Textual Analysis (TA)

Textual analysis is a technique that is being used for digital marketing. In this sense, the methodology and its development are carried out in the same way as sentiment analysis, that is, this technique applied to digital tourism and its main objective is to collect databases in which a textual analysis consisting of the identification of key factors related to a subject of study can be applied. Therefore, textual analysis is a qualitative analysis procedure in which various factors related to an event, a

company, or any other object of study are grouped into groups. The most common way to perform a textual analysis of selected terms is through the use of a software such as NVivo or Atlas. The main purpose of the textual analysis is to obtain an exploratory analysis based on data, obtaining results of a higher descriptive quality than would be possible without such software (Saura, Palos-Sanchez & Grilo, 2019).

In this case, key factors related to negative reviews that travelers have made about a hotel can be analyzed. With the development of this technique in the digital ecosystem, managers and executives of tourist companies can see what the problems are that users or travelers have detected in their tourist destinations and then try to solve them (Alam et al., 2018).

eWord of Mouth (eWOM)

As a result of wide range of communication channels facilitated by Web 2.0 traditional face to face word-of-mouth (WOM) is changing into Internet Word of Mouth (eWOM). Consumers face richer information environments than before and use online social platforms, including social networking sites, blogs, social shopping communities, and consumer review sites, to communicate opinions about products, services and exchange purchase experiences. e-WOM is the most important source of information when consumers are deciding to purchase hospitality and tourism services because consumers are more likely to rely on interpersonal communications in the service context due to the intangibility and experiential nature of services.

In addition, these strategies are also based on the increase of positive reviews so companies try to identify those positive comments regarding the product or service offered and transfer these interests to the managers so they can implement the feedback made by the users both, negative and positive, on digital tourism products (Fang et al., 2016; Saura, Palos-Sanchez & Correia, 2019).

Strategies Based on Social Media

Programmatic and Remarketing Advertising

Remarketing and programmatic advertising in the tourism sector are techniques that are specialized in pursuing users online with banners or creatives based on displays in which they offer tourism products and services.

This technique of digital marketing in the tourism sector consists of these displays pursuing users in their main profiles on social networks while the users are surfing the Internet. When a user visits a website, digital businesses install cookies in the users' browsers giving information about their interest to the tourism sector and about the specific products and services they have searched for (Reyes-Menendez, Saura & Martinez-Navalon, 2019).

In addition, if these users have used browsers such as Google Chrome, they install cookies with respect to the demographic data of these users based on their search history, therefore, when a user visits a web page, a personalized banner appears with the tourist destination. or with the product and tourist service. It is a strategy that is effective but sometimes generates rejection of users because they feel intimidated and worried about the privacy of their data when viewing such personalized advertising.

Social Ads (SADS)

Advertising on social media platforms within the tourism sector consists of the development of advertising strategies and creativities that will appear only on social networks such as Instagram, Facebook or Twitter. This strategy basically consists of the development of promoting strategies for tourist destinations and that can be images or videos. As the profile of users who travel is often present in social networks such as those mentioned above, companies in the digital environment comment on their advertising on these social networks to try to attract users and, sometimes retain them to increase the possibility of buying a product or a service more than once (Kim et al., 2019).

In this case it is true that advertising is less intrusive because sometimes it is hidden among the feed of its followers in social networks. Content marketing strategies generate content that is not commercial but that tells a story related to the tourist destination or the product or service offered.

Strategies Based on Content Marketing

Located-Based Social Networks

Social geolocation networks have become an important tool for digital marketing strategies in the tourism sector. These strategies consist in the creation of new public profiles in social networks specialized in the tourism sector. These pages can be perfectly located by the users who use their smartphones during their trips as well as to obtain information prior to their trips (Saura et al., 2018).

One of the social networks that has been consolidated in this tourism sector is Google Maps or Yelp, being social networks not exclusively in the tourism sector but which are used for these purposes by users since they use them while they travel.

In addition, users use these social networks to plan their trips based on the features of these applications. Also, users can write reviews and opinions about the products and services they have enjoyed in these ecosystems.

Influencers Marketing (IM)

Influencers have become a key element to launch advertising messages to a series of users that have heterogeneous characteristics. Users tend to follow influencers in specific industries. Therefore, companies in the digital sector base their strategies on identifying which are the influencers that can provide advertising services (Coates et al., 2019).

Subsequently, the company generates a content or an offer about a product or service and, through its profiles in social networks, the influencers publish the advertising message exclusively to the users who follow it. Sometimes, these strategies are generated with the aim of increasing interest in a new product or tourist service or even to massively increase the interest in an event that takes place in a specific tourist geolocation.

Strategies Based on Digital Trends

Augmented Reality (AR)

Augmented reality has been identified as one of the technologies that can change the future of the tourism sector in the digital environment. Using augmented reality tourists or travelers can interact with the monuments and places they visit through their mobile phones, which also makes possible a real interaction between the places visited by travelers and the travelers themselves (Tavakoli et al., 2019).

If we link the development of augmented reality to the increase in the use of mobile phones around the world and the percentages of increase in terms of tourism at the global level, augmented reality is consolidated as one of the future trends for the development of this industry in the digital environment (Palos-Sanchez & Saura, 2018).

Virtual Reality (VR)

Virtual reality is the creation of mobile applications that can interact between the real world and a digital world that is viewed on mobile phones, tablets or computers. In this case, VR is interesting as long as users can see parallel stories that happened in a tourist environment or imagining the reconstruction of a specific geographical area thanks to applications that develop these parallel realities.

Therefore, VR is also consolidated as a trend and therefore it can make the tourism sector move to new innovations and can redefine its strategies based on the offering of new products and services that are characterized by the use of this technology can interact between travelers and tourist destinations in the digital environment or even in the offline environment (DiVerdi et al., 2019).

360° Videos

Recording videos in 360° allows an authentic opportunity for the digital tourism sector. This technology can be watched through the Internet or through a screen, those are new perspectives that until now the users could not enjoy.

In this way, the users can see through the web pages or applications of the companies that promote their tourism products and services, by using augmented reality glasses, 360° recording videos, which allows them to interact in a pleasant and dynamic way with the tourism and thus increasing the possibilities for companies to be more creative and to offer experiences linked to their tourism products through the Internet. In addition, the application of this technology for the recording of open spaces that transmit the spirit of the tourist territories is a trend that provides new experiences for travelers.

Digital Neuromarketing (DN)

Neuromarketing is increasingly becoming a science that studies how the behavior of the human being is linked to the decisions made by his brain (Spence, 2019).

In this way, neuromarketing studies the human brain to try to anticipate the decisions it makes. If we apply this theory to the digital sector methodologies such as eye tracking can be developed, in which specialized software identifies where a user is looking at a specific screen. This technique therefore pursues to identify in detail where a user looks when enjoy a specific content in a website (Reyes-Menendez, Saura, & Palos-Sanchez, 2018).

These analysis actions are very important if it is considered that users visit websites globally every day. If this data is well analyzed, patterns can be found that help to improve the design of web pages about tourism or even improve the experiences that are offered through them as for example the improvement of the spaces destined to the experiences or the physical design of tourist gift shops or the improvement of the tourist offer in any type of channel or advertising support (Zeeuw et al., 2019).

Internet of Things (IoT)

The Internet of Things has established itself as a trend around the world. Increasingly, there are devices connected to the Internet that collect data daily. This data is stored so it can be structured by managers and can therefore develop conclusions based on their analysis.

The tourist environment is plenty of these connected devices and also are increasingly present in the tourism sector because they can help travelers find sites and places with tourist interest or even help them to find information.

One of the trends in the digital tourism environment is the offer of activities and excursions with this type of devices that add value to the tourism products offered through the Internet and are a key element for the development of strategies linked to DMB (Zeeuw et al., 2019).

Likewise, we should also pay attention to privacy concerns related to these devices as they are continuously tracking the information related to travelers. The challenge must be to implement these strategies in the digital tourism ecosystem without creating concerns for the privacy of users.

Business Intelligence (BI)

Business intelligence is a reality in terms of the collection and analysis of massive data that comes mainly from the Internet. BI is considered a trend within the tourism sector because, although the collection of data is a reality, the useful and cost-effective analysis of these data must still be defined to be more effective (Richards et al., 2019).

The BI is consolidated as a process to obtain real information but there are opportunities that have not yet been defined correctly to make decisions in the tourism sector. In addition, in recent years BI strategies have applied different methodological approaches based on data mining and machine-learning, both techniques from the evolution and development of artificial intelligence. The application of these new techniques for the analysis of BI data has led to the increase of measurement strategies to obtain greater profitability within the BI and the companies that apply these measurement models (Chen et al., 2012).

Hotel managers and tourism companies can use these strategies to increase the identification of key indicators related to the performance of their businesses.

Table 3. Summary of main digital marketing strategies for Digital Tourism

Based on Search Marketing		
Search Engine Optimization (SEO)	Search Engine Marketing (SEM)	App Store Optimization (ASO)
Based on Digital methodologies		
Sentiment Analysis (SA)	Textual Analysis (TA)	Intern.Word of Mouth (eWOM)
Based on Digital Social Media		
Programmatic advertising and Remarketing		Social Ads (SAds)
Based on Content Marketing		
Located-based social networks	Influencers Marketing	
Based on Digital Trends		
Virtual Reality (VR)	Augmented Reality (AR)	360° videos
Digital Neuromarketing (DN)	Internet of Things (IoT)	Bussiness Intelligence (BI)

Source: authors.

DISCUSSION

As a result of the development of this research, the main digital marketing techniques that should be used for business models based on digital tourism business have been defined.

In this sense we should emphasize that these strategies are Search Marketing, SEO and SEM as well as ASO in the app stores of the main platforms of applications such as Android (Google Play) and iOS (Apple).

In addition, we have identified techniques and strategies based on sentiment analysis in social networks specialized in tourism, development of strategies based on textual analysis of reviews, opinions and comments. Also, the creation of profiles and optimization of strategies in social geolocation networks that aim to the tourism sector, remarketing strategies and programmatic advertising, which pretend to build customer loyalty and capture it to make a specific purchase over time. Social Ads which consist in the development of strategies based on advertising on social networks, an advertising that is not intrusive but generates content related to the brand (Tavakoli et al., 2019).

Strategies based on the hiring of influencers that promote tourism destinations as well as products and services linked to tourism. Finally, strategies based on reviews in which eWOM tactics are raised.

In this way and based on these strategies that have been identified as a result of the systematic review of literature carried out, we can say that businesses based on Digital Tourism should follow these digital marketing strategies in order to be successful (Reyes-Menendez, Palos-Sanchez, Saura & Martin-Velicia, 2018).

These strategies are being studied in the academic field, as well as obtaining a real development by the professional industry. This fact has been demonstrated with the increase in the use of mobile applications within the tourism sector and also the use of mobile phones or the target audience that moves the most, such as millennials (Giglio, 2018).

Therefore, companies that want to develop digital strategies that have products or services related to tourism, should follow the techniques identified in the results of this research study so they should undoubtedly be the basis of their Internet strategies.

In addition, as a result of the research methodology results, future trends have been identified within the digital tourism marketing environment that may be key to the development of new strategies in this sector.

CONCLUSION

This research has developed an analysis of the digital tourism sector focusing on digital marketing strategies. In this sense, a methodological process has been followed to obtain a final sample of 15 research works that develop digital marketing strategies in the tourism sector.

These research studies have allowed us to conclude that the main digital marketing techniques that are developed in the tourism sector.

It is interesting that managers and directors of hotels and companies that develop their strategies in the digital environment and are linked to the tourism sector could follow the results of this research as they can become an opportunity to improve their digital marketing plans. In addition, as other managerial conclusions the CEOs and directors of hotels or businesses related to tourism can use the results of this research to plan their long-term technological strategies and thus adapt their marketing strategies to the current market that is in continuous movement.

In addition, managers can ask travelers their opinions regarding the techniques identified in this research and thus obtain a high-quality feedback that allows them to improve their business development.

The practical implications of this research are those linked to professional and real digital marketing strategies, which can be carried out in companies nowadays. Companies can identify the results of this research study and they can improve their strategies by understanding why users interact with them the way they do.

At the academic level, this research can be used to improve the analysis of the literature and obtain ideas about the interest of academics in this field of research, which will allow, among other things, to increase references and enrich the developed methodological processes.

The limitations of the research are those related to the number of researches consulted in the development of the systematic literature review, the continuous growth of the digital tourism sector, as well as the digital marketing itself.

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KEY TERMS AND DEFINITIONS

Business Intelligence: It is a data analysis strategy that aims to extract knowledge from large databases or big data to improve processes within the company.

Digital Marketing: Digital marketing is defined as the strategies that are carried out on the internet to promote and manage marketing strategies in digital ecosystems.

Digital Marketing Techniques: Digital marketing are the different actions that can be performed in Internet Marketing and that are specialized in specific areas of the internet such as social networks, search engines, online platforms, or mobile applications.

Digital Tourism: Digital tourism is the use of digital tools to prepare, organize, control and enjoy the travel experience when doing Tourism.

Digital Tourism Business: It is a business specializes in digital tourism that offers exclusive services and products for digital tourism such as online platforms, applications or connected devices.

Digital Trends: It is defined as the identification of new techniques and trends that use the digital ecosystem and the internet to carry out marketing promotions using new techniques and formats.

Search Engine Marketing: Search engine marketing or SEM is a digital marketing technique that aims to sponsor search results and other content under cost-per-click bid strategies.

Search Engine Optimization: Search engine optimization or SEO is a technique that aims to optimize technical indicators within web sites to increase the search engine pages results (SERPs) ranking on internet search engines.