



Digital Marketing in Promoting Tourism and Other Services

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ABSTRACT

The offered relevance structure is based on the rise of digital technologies in tourism and similar service industries where digital marketing determines demand development and competitive position of actors. The quick engagement of these digital tools in services advertising methodology brings forth naïve stereotypes and not any systematic intricate or quantitative study for long-term trend estimation. This highlights the need for a more in-depth understanding of digital behaviours and engagement patterns, use and effectiveness of digital marketing communications through internationally comparative data. The goal of the study is to reveal and measure development dynamics in application of digital marketing tools, activeness of consumers, and efficiency of digital-marketing communication (for tourism related service) based on international data during 2020-2024; the object is processes for digital marketing communication in service organizations. Methodological the research includes empirical quantitative analysis, descriptive methods, and comprehensive statistics for secondary and international comparative data during 2020-2024. It was concluded that the intensity of use of DM tools in tourism and related industries is increasing. Digital channels show stable growth, reaching a more even level after 2022. Consumer involvement analysis shows increased time devoted to digital content and online communication. Findings indicate greater exposure to digital marketing communications and engagement. Scientific novelty consists in the possibility to use established patterns for forming strategic directions for long-term development of tourism and service companies, including digital marketing.

Keywords: Digital Marketing, Tourism Services, Service Provision, Consumer Engagement, Digital Communications, Marketing Effectiveness

JEL Classifications: M31, L83, O33

1. INTRODUCTION

The online technology has indeed been changing the way we market travel and other services but that sort of data-driven customizability, which we collectively call digital marketing, is being put to wide use long before it is thoroughly studied and standardized. Tourism companies are increasingly deploying social media, influencer marketing, A.I., personalized digital messaging and the like-but they don't always work out, depending on when and where. There is no systematic way to account for how digital marketing works, nor do we really have any idea of how strategies with digitization, tourism competitiveness and even consumer behavior all relate. This is a scientific question that we should carefully try to understand.

Similarly, Al-Ghaswyneh (2025) in his research said that, "digital marketing in tourism is a tools from number of or local potential tourists." The author explores the ways in which social media, online ads and digital communication channels contribute to the desire to travel. Yet the findings of the study suggest that whether digital tourism marketing flourishes is also, at least in part, a function of something beyond technology. It also depends on how closely the marketing decisions reflect what is present in society and its culture. Awad and Alharthi (2025) demonstrate that combining search engine optimization, content marketing and social media enhances the levels of awareness for digital marketing in tourism firms. The house of personalization is the crying need for modern tourism businesses to have a proper online strategy. Tourism is always changing.

Babu et al. argues that influencer marketing is “one of the fastest changing aspects to digital marketing” within the tourism industry (2025). Opinion leaders are strong in part because they combine trust, material genuineness and emotional engagement to an audience, the authors say. Influencer marketing can play a big role in influencing tourism decisions, but it must be seamlessly woven into other digital channels, the study finds. Christou et al. (2025) question the development of online tourism marketing, from ordinary social media to immersive technology and metaverses. According to our authors, now there is a focus on delivering more than just information and even an entire digital travel experience. Using AI and immersive tech is changing how tourism firms and their customers engage, the report says.

Žvanut (2025) provides insight into the different scientific methods of SMM tourism in a literature review. The academic also talks through the major lines of research, such as how you should manage a destination brand, how users consume it and even knowing what constitutes success for a digital campaign. At the same time, this work shows that there are no easy solutions and everything depends on the specific dataset: It's hard to compare results from different papers. The study by Hussain et al. (2024) shows you how to turn social media posts into real-life tourists. The authors also show that appealing material calling for people to feel a lot somehow drives humans to move from one place to another and directs them toward where they'd like to go. And all the social media is better if it can convince people to believe in this platform, to think these digital messages are real.

Florido-Benitez and del Alcázar Martínez (2024) discuss the impact of A.I. on tourism marketing and the growing field of “smart” tourist destinations. AI, the authors say, “delivers a more personalized and enhanced traveling experience by leveraging your data when it comes to in-flight sales pitches.” But the study also indicates that additional research is necessary in identifying the long-term consequences of introducing artificial intelligence into the tourism industry.

Although an enormous number of scientific contributions has been published on digital marketing and its tools in tourism, even today many errors remain without being eliminated. The models that put all of these together, the social media, the influencer marketing, AI tools and personalized digital messaging to sell tourism and other services are still in their infancy. Not much research has been done on the subject, for tourism or other services, and there are few generally accepted methods of measuring how digital marketing strategies are performing over time.

Object of the study is to explore what kind of relationships exist between using digital marketing tools and customer engagement with digital marketing messages in tourism and related activities. This will synthesize global data from 2020 to 2024. The study sought to investigate the utilization of digital marketing tools in tourism and other related industries. It did this by taking a global view of 2020-2024 data on the trajectory of use for key tools used in digital marketing, discussing the thrill ride that is consumer engagement and effectiveness in digital marketing communication, as it relates to what results it's generating in today's digital

economy, and contrasting these insights with figures showing how consumers are engaging with tourism providers and service providers. It did all this without knowing cause and effect.

2. LITERATURE REVIEW

In the analysis of economic efficiency of digital marketing in tourism industry, the research devoted to impact upon market positions of enterprise (in this place is performed by research concerning effect on market position exerted by digital tools. Digital promoting helps loads in increasing the market share of tourism firms going down to branding (Alafi and Ismaeel, 2024). The authors underscore the importance of digital channels for generating competitive advantage in today's tourism business strategies. In terms of the development of tourist destination attractions, research on the impact of social-media in tourism-marketing presents an area worthy special consideration. Bonilla-Quijada et al. (2025) argue that social networking sites as influencer of design tourist destination image with the visual and emotional message of a destination. The social media has emerged as an independent instrumental factor responsible for stimulating tourism demand according to authors.

The digital tourism revolution is based on a theoretical model knows as “Smart Tourism” based on innovations in technology and marketing. The concept of smart tourism is defined by Buhalis and Amaranggana (2015) as a context referring to a digital platform in which data are filtered for the purpose of providing an enhanced tourist experience. The authors emphasize digital marketing as the core concept in this. The fundamental models for analyzing the digitalization of tourism are also provided within the primary e-tourism study. Regarding the evolution of information technology in tourism practitioners, Buhalis and Law (2008) further studied that digital technologies have been a necessary element for managing tourism. Their study is a reference for further research on digital marketing in tourism.

The pragmatic application of social network apps in destination marketing can be observed empirically from tourism as well as organizations literature. Mariani et al. (2016) emphasize the change from passive to active digital conversation. In the measurement of tourism quality experience, studies on the influence of digital marketing on consumer satisfaction would be relevant. Sharafuddin et al. (2024) points out that the digital media companies employ strategies of digital marketing that influence positively the perception on tourism services and to construct one more level for tourist loyalty. The authors assume that virtual channels have been used to building up a value proposition for the consumer.

An additional line of investigation is the study of influencer marketing in tourism. Son and Park (2024) in their study using unstructured big data source show the role of opinion leaders can be effective, contingent on whether audience have some emotional involvement and trust. Contributions the contributions of this paper are that authors enrich the existing insights about how digital revolutionizes tourists' behaviour. In the literature of studies about digital reputation of companies operating in sector

tourism, are contributions for analysis hotel reviews. Sparks and Browning (2011) prove the high influence of e-tourist reviews on booking intentions and trust towards tourism services. Factors to do with reputation would become recognized as playing a more and more important role in digital marketing.

Digital marketing as the eWOM being a topic of specific closer analysis in latest literature studies. Sun et al. the speed and breadth of the spread of online reviews impact tourists' purchase intention (2024). The authors show that new virtual communications and Web technology has an increasing importance in the service industry of tourism and gastronomy. There are several systematic literature reviews that present a state-of-the-art of scientific approaches within destination brand development for tourists-places problematized as well in branding tourist destinations. Trans and Rudolf (2022) argue that social media today is the premier battlefield for destination branding. The scholars maintain that the existing approaches are superficial and it needs to be studied as a larger whole.

In the tourism industry, at the organizational level, digital marketing is perceived as technology that increases enterprise productivity. Financial performance of tourism companies are improved using digital strategies as Velentza and Metaxas (2023) have proved it. The paper supports the world context of digital promotion for tourism destinations. Omnichannel marketing is applied as the research background of methods for analysis of digital strategy. Verhoef et al., (2015) highlight the significance of integrating both digital and physical presence to create an all round customer experience. Their findings have important implications for service-based digital marketing research.

Far less consideration is given to the behavioral aspect of tourists' use of social media as itself in research on tourist information retrieval. Social media is significantly changing the way people decide, plan and undertake travel (Xiang and Gretzel, 2010). This research provided a foundation for subsequent studies in the area of digital tourism marketing. The cross-border aspects of internet marketing in tourism are also evident in the country comparisons. Xu and Furkan (2025) demonstrate that the effect of social media as marketing utility is greatly conditional upon national-cultural coordinates. The paper emphasizes the importance of tailoring a digital strategy on features of local tourism destinations.

The broad objective of this paper was to describe – supported by published literature – a chosen functions third party. But its purpose is also to define and analyze their effect on shaping consumer behavior in online environment. To achieve such a goal, the research has focused on integrating contemporary digital-marketing techniques and their role in enhancing service firm performance. Particular attention was paid to the influence of digital media channels on changing economies regarding potential disturbance or transformation in producer and consumer articulations.

The study in hand also tried to achieve an understanding of the role digital marketing tactics and customer engagement play out about the effectiveness of promotion. Given the authors' categories,

this research noted that there is an interaction effect for digital tools and a study of marketing communication effectiveness in tourism-related service provider. The achievement of these aims made it possible to offer a comprehensive study on the role, that digital marketing plays as a strategic tool for the development of services market in modern times.

3. MATERIALS AND METHODS

The article is an empirical, quantitative and analytic study. It examines secondary quantitative data and constructs theory. The study set up is oriented towards identifying and to describe the nature of digital marketing tools use and customers behavior in tourism as well as related service sectors. The actual analysis spans 2020-2024. It was the moment when the services market was disrupted by pandemic restrictions and businesses had to start doing things differently post-pandemic. This data derives from reviews of sector perspectives by international bodies (Organisation for Economic Co-operation and Development, 2020; 2024; World Tourism Organization, 2024a).

The concept is based on modern digital and service marketing ideas, how people behave in the digital world, and ways to build omnichannel marketing communication. It also considers the idea of smart tourism and digital platforms, data and personalized marketing tools as concerned with shaping the tourism experience, businesses, and competition. How digital influence works the principles of electronic word of mouth, branding in tourist destinations, and personalized digital communications are applied to explain the phenomena of digital influence. These theories offer a pathway for understanding how consumers get engaged, trust brands and want to buy things in the digital landscape. This is in line with the analysis of digital user behavior contained in global reports (Hootsuite, 2024; Statista, n.d.).

The empirical part of the study is based exclusively on secondary data from official national and international statistics sources, as well as analytical materials published during 2020-2024 (Shavarskyi et al., 2022; Bazaluk et al., 2023; Kryshchanovych et al., 2022). To examine the online behavior of tourists and service users, we drew on materials from the World Tourism Organization. This included "International Tourism Highlights: 2024 Edition," a work on the evolution of tourist markets in the world countries (World Tourism Organization, 2024a), and issues "World Tourism Barometer" that register short-term trends in tourism flows and the market (World Tourism Organization, 2024b, 2025). OECD Tourism Trends and Policies reports (Organisation for Economic Co-operation and Development, 2020, 2024) were used to refer to the institutional environment of tourism development as well as associated service sectors. These briefs do a great job of summarizing trends in the service market and the impact of digitalization on it (OCED 2020; OCED 2024).

We received data on digital behavior and online consumer search and purchase activity from the Travel Insights with Google reporting hub. This tool illustrates how frequently the public search for tourism services on-line, and what their interests are when browsing in the digital world (Google, n.d.). We consulted Statista

for stats on digital activity across the globe, as well as annual Digital Reports from Hootsuite. The Hootsuite reports illustrate global patterns of social media use, and other digital means of communication, by people who work in service industries.

The analysis focuses on mean annual values at the international level. These signals reveal how digital marketing is being utilized within the travel and hospitality sectors worldwide. They are derived from official statistical and analytical sources of international institutions (Organisation for Economic Co-operation and Development, 2020, 2024; World Tourism Organization, 2024a). Here is how the study's primary analytic factors played out. We applied "engagement rate," "interactivity" and "amount of online review" how to measure consumer involvement on tourism and service sector. These are the very same metrics that can be found in Hootsuite reports and Statista statistical digests (Hootsuite, 2024; Statista, n.d.). Google Travel Insights (Google, n.d.) News audience reach, content interaction and sharing the tourist as well services' related online search frequency were used to assess digital marketing. WestExternal file 1 was indicated by foreign source social media traffic and consumer search behavior indexes (Statista, n.d.; Hootsuite, 2024).

The analyses of empirical data were handled by the descriptive statistics. This provided an overview, comparison, and interpretation of the differences in major digital marketing and consumer activity indicators between 2020 and 2024. Data was collected from the OECD (Organisation for Economic Co-operation and Development, 2020; 2024) and the World Tourism Organization (UNWTO) (World Tourism Organization, 2024a). The aim of the analytical approaches was to look for structural changes and trends, as well as differences in how tourism-, leisure- and hospitality-related services use digital marketing tools, rather than to search for cause-and-effect relationships.

The research has a methodological weakness in that it was based on compositing secondary data. This makes it difficult to extrapolate cause and effect and doesn't allow you to see how different people act as consumers. Furthermore, macro-level indicators are prone to the ecological fallacy, where the patterns identified fail to represent micro-level processes adequately. This is a well-known issue of international aggregated statistical data.

4. RESULTS

4.1. The Dynamics of Using Digital Marketing Tools in Tourism

The penetration of this major digital marketing tools usage was always increased from 2020 to 2024 in the analysis of the only few-year global data, in tourism and similar services. This timeframe explored in this study is characterized by the development of wide range of summary indicators such as OECD Tourism Trends and Policies (2009) and International Tourism Highlights, 2019 edition: "World Tourism Barometer 2020" after the digital marketing era internationally (World Tourism Organization, 2024b; 2025). This is suggested by all the index values (Organisation for Economic Co-operation and Development, 2020; World Tourism Organization, 2024a).

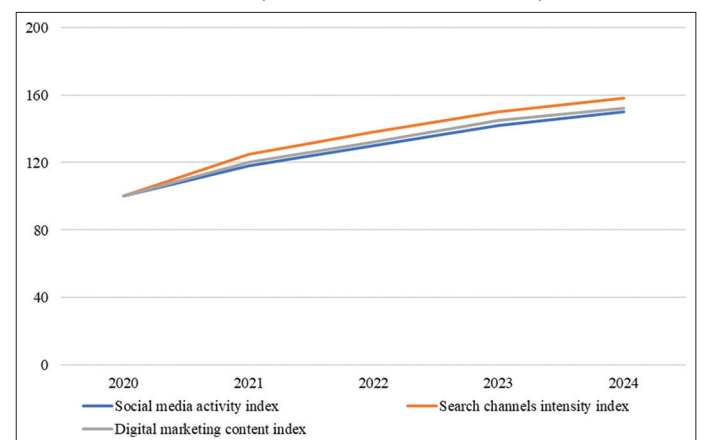
For digital marketing material, search channels, and social media, index values are set to 100 for 2020. Index value of social media activity as compared to 2021 search channel Intensity index is 125 points while digital marketing content volume index is around 120 points at present. These data received from above indicates slight increase in total tourism enterprises in sector of digital marketing as compared to the base year (Organisation for Economic Co-operation and Development, 2020; Statista, n.d.; Google, n.d.).

2022 continued with a method of growth for the digital but was a modest one. The social networks activity scored 130 points, the search channels arrived 138 and digitals channels 132 points. That represents 12-, 13-, and 12-point gains over 2021, respectively. That means, after an initial surge among digital conversions, growth has started to steadily decelerate (Organisation for Economic Co-operation and Development, 2024; World Tourism Organization, 2024b).

The smart use of digital marketing tools hit a plateau in the 2023-2024 timeframe the social media activity index scored 142 points, the search channels reached 150 points, and the digital marketing content scored 145 points in 2023. In 2024, respectively, they hit 150, 158, and 152 points. Thus, the summative indices increase along 2020, 2024 reached 50 points for social media, 58 points for search channels and 52 points for digital marketing content correspondingly. The temporal variability of development is represented in Figure 1 across the digital tools analyzed (World Tourism Organization, 2024a; World Tourism Organization, 2025; Hootsuite, 2024; Statista, n.d.).

Trends in some significant digital marketing tools that are expected to influence tourism are compared on a global level based on index signs up to October 2023 (Table 1). Aggregate indicators of digital activity (adjusted for index scale, using similar data and analytics across countries).

Figure 1: Dynamics of digital marketing tools usage in tourism (2020-2024, index 2020=100)*



*Source: Summarized and systematized by the author based on Organisation for Economic Co-operation and Development (2020; 2024), World Tourism Organization (2024a; 2024b; 2025), Hootsuite (2024), Statista (n.d.), Google (n.d.)

To clearly summarize the identified quantitative changes in the use of key digital marketing tools in the tourism sector, an index approach was used, which allows comparing the dynamics of different channels over time. In order to systematize the results and ensure their visual interpretation, the dynamics of social media activity, search channels, and digital marketing content are presented in the form of normalized index indicators with the base year 2020, as shown in Table 1 and Figure 1.

The results demonstrate a quantifiable difference between the growth rates of individual digital tools. During the study period, the search channel index exceeded the social media index by 8 points in 2021, 8 points in 2022, 8 points in 2023, and 8 points in 2024, while the digital marketing content index occupied an intermediate position between these two channels. This structure of index values captures differences in the dynamics of digital marketing tool usage without establishing cause-and-effect relationships (Organisation for Economic Co-operation and Development, 2024; Google, n.d.).

The quantitative results presented allow us to generalize that during 2020-2024, the use of digital marketing tools in tourism was characterized not only by overall growth but also by clearly differentiated dynamics between individual channels. Index analysis shows a gradual transition from sharp increases in the initial stage to more stable changes in the final phase of the study period, which is reflected in a decrease in annual index growth after 2022. At the same time, the preservation of relatively stable index gaps between social media, search channels, and digital marketing content indicates the structural heterogeneity of the development of digital tools in the tourism sector, which provides a basis for further analysis of these differences in the following sections of the results.

4.2. Changes in Consumer Engagement Metrics in the Digital Environment

The results of the analysis of aggregated international statistical and analytical data for the period 2020-2024 show consistent quantitative changes in consumer engagement indicators in the digital environment related to the promotion of tourism and related services. A summary of information from international sources shows that the level of digital interaction of consumers with tourism content during the period under review demonstrated a steady positive trend across all key engagement indicators (Organisation for Economic Co-operation and Development, 2020; 2024; World Tourism Organization, 2024a).

In 2020, consumer engagement indicators in the digital environment were taken as a baseline, and their index values were set at 100 points. The baseline reflected the initial intensity of user interaction with digital tourism content in terms of engagement rate, frequency of digital interactions, and volume of online reviews. Data from Hootsuite analytical reports and Statista statistical reviews record this year as the starting point for further quantitative comparison of changes in consumer digital behavior in the tourism segment (Hootsuite, 2024; Statista, n.d.).

In 2021, aggregate consumer engagement metrics showed significant growth compared to the base year. The user engagement rate index rose to 122 points, the digital interaction frequency index

to 128 points, and the online review volume index to 120 points. Thus, compared to 2020, the increase in index values was 22, 28, and 20 points, respectively. The recorded numerical changes reflect the expansion of the scale of digital interaction of consumers with tourism and services in the international dimension (Statista, n.d.; Google, n.d.).

In 2022, consumer engagement indicators continued to grow, but at a more moderate pace. The engagement rate index reached 135 points, the interaction frequency index reached 140 points, and the online feedback index reached 133 points. Compared to 2021, the annual increase was 13 points for engagement, 12 points for interaction frequency, and 13 points for online feedback volume. These figures reflect a transition to more stable dynamics of change in consumer digital activity without the sharp fluctuations characteristic of the previous period (Organisation for Economic Co-operation and Development, 2024; World Tourism Organization, 2024b).

In 2023-2024, consumer engagement indicators in the digital environment reached relatively stable high values. In 2023, the engagement rate index was 148 points, the digital interaction frequency index was 152 points, and the online feedback index was 145 points. In 2024, the corresponding indicators rose to 155, 160, and 150 points. Over the entire period from 2020 to 2024, the cumulative growth of the indices was 55 points for the engagement rate, 60 points for interaction frequency, and 50 points for the volume of online reviews, which quantitatively reflects the differentiated dynamics of individual components of consumer engagement (Hootsuite, 2024; Statista, n.d.; Google, n.d.).

To summarize the established changes, Table 2 presents the dynamics of key consumer engagement indicators in the digital environment in the form of index values.

Table 1: Dynamics of the use of digital marketing tools in tourism in 2020-2024 (index, 2020=100)*

Year	Social media (activity index)	Search channels (intensity index)	Digital marketing content (volume index)
2020	10	10	10
2021	118	125	120
2022	130	138	132
2023	142	150	145
2024	150	158	152

*Source: Summarized and systematized by the author based on the Organisation for Economic Co-operation and Development (2020; 2024), World Tourism Organization (2024a; 2024b; 2025), Hootsuite (2024), Statista (n.d.), Google (n.d.)

Table 2: Dynamics of consumer engagement indicators in the digital environment in 2020-2024 (index, 2020=100)*

Year	Engagement rate (index)	Frequency of digital interactions (index)	Online reviews (volume index)
2020	10	10	10
2021	122	128	120
2022	135	140	133
2023	148	152	145
2024	155	160	150

*Source: Summarized and systematized by the author based on Organisation for Economic Co-operation and Development (2020; 2024), World Tourism Organization (2024a; 2024b), Hootsuite (2024), Statista (n.d.), Google (n.d.)

It is recommended however, to add a chart overview to the list of index signals to quickly see how when different elements of consumer behavior are moving in orbit together, when they are moving together, or opposite. The opportunity to visualize engagement rate indices, frequency of digital interactions, and volume of online feedback in the temporal dimensions secures the crystal clear distinguishing the transition point from the phase of accelerated growth existing at the early stage of digital adaptation to the more stable trajectory of change in the last period of the study as well as setting the structural diversification of intensity of rise of single consumer engagement metrics.

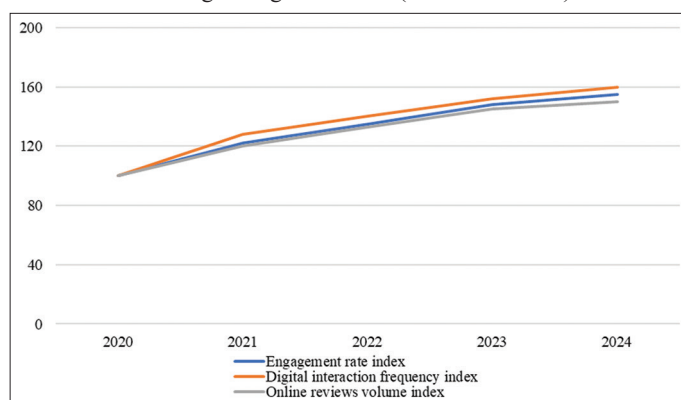
Figure 2 visually summarizes the trend of the five key customer engagement index indicators for digital tourism marketing from 2020 to 2024. The linearity of the chart represents a proportional rate of growth for every engagement component. For example, the user engagement rate index continued to hold a steady increasing pattern. It appeared most starkly in digital conversations, and reviews.

Table 2 values are normalized overall metrics of customer engagement, both from statistics and in analytics sources that make them comparable across countries. Such in-process normalization is not described in this notice. The results indicate that different consumer engagement facets have developed at different levels. For example, the frequency of digital engagement has shot up much faster than a volume of online reviews. Furthermore, the engagement rate index remained stable at about the same level for all years considered (Organisation for Economic Co-operation and Development, 2024; Google, n.d.).

Aggregating the numbers, digital customer engagement rates increased from 2020 to 2024 and then leveled off at an elevated rate. The indexed changes we've captured then also give us a window into reading the next bit of this data - how digital marketing communications effectiveness is moving over time. And they do all of this with descriptive statistics.

The efficiency trends of digital marketing messages in the service industry Analysis showed by synthesis based on statistical data and

Figure 2: Trends in consumer engagement indicators in digital tourism marketing during 2020-2024 (index 2020=100)*



*Source: Summarized and systematized by the author based on Organisation for Economic Co-operation and Development (2020; 2024), World Tourism Organization (2024a; 2024b), Hootsuite (2024), Statista (n.d.), Google (n.d.)

balanced analytical reviews worldwide for 2020-2024 how fast and successful were Digital Marketing communications of Tourism and other pertain to it services sectors. Quality of Performance Indicators digital media - being “audience communications reach, content engagement and online searching activity” continued to have the most consistent upward trend over period of reporting (Organisation for Economic Co-operation and Development, 2020; UNWTO, 2017).

Since 2020 indicators for success of online marketing communications serve as reference, with the index calculated in 100%. The base year indicates the extent to which there was coverage of digital channels in the first place, how often people responded to marketing messages and searched for tourism offers and services online. The OECD and UNWTO state that the main way to market travel services in 2020 is through digital vehicles. This created new possibilities to study shifts in the effectiveness of digital strategies through quantitative approaches (Organisation for Economic Co-operation and Development, 202, 2024a).

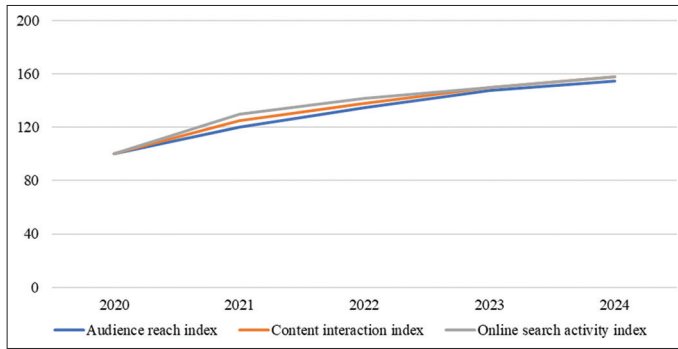
Overall, the lift from these tools for digital marketing messages rose quickly in 2021 relative to their base year. Also among the increase, the score for audience reach index (120 points) was recorded, as well as that of digital content engagement intensity (125 points), tourism and services online search (130 points), etc., reported Xinhua. Therefore the number indexer rose to 20, 25 and 30 respectively, showing how digital marketing increased worldwide (Statista, n.d.; Google n.d.).

The direction of adding more success indicators for digital communication continued in 2022, though less strong. The content involvement index, the audience reach index and online search index all recorded 138 points, 135 points and 142 points. Reach was up 15 points, engagement 13 and search action 12 over the year prior. The figures shown indicate that messages in digital were taken up quickly, but no more so slowly over time (Organisation for Economic Co-operation and Development 2024; World Tourism Organization, 2024b).

2023-2024: Effectiveness metrics of digital marketing messaging stabilised quite high. The reach audience index, follow digital content index and online search index remained at 148 in 2023, 150 points for the digital content engagement index and online search tallys. In 2024, the numbers rose to 155, 158 and 158. Performance variables from 2024 for audience reach extended to increase by a sum of 55 points, followed by content engagement (+58), travel-/service online search (+58) (Hootsuite n.d.; Statista n.d.; Google n.d.). Table 3 Summary By summarizing the Table 3, we can observe the changes over different period of time in major success indicators for digital marketing communications in service sector using index values (as mentioned).

The index indicators presented in Table 3 should be supplemented with graphical visualization, which allows for a clear representation of the coordinated dynamics of changes in the effectiveness of digital marketing communications over time. A linear representation of the indices of audience reach, interaction with digital content, and online search activity for 2020-2024 (Figure

Figure 3: Trends in the effectiveness of digital marketing communications in the service sector during 2020-2024 (index 2020=100)*



*Source: Summarized and systematized by the author based on Organisation for Economic Co-operation and Development (2020; 2024), World Tourism Organization (2024a; 2024b), Hootsuite (2024), Statista (n.d.), Google (n.d.)

Table 3: Dynamics of digital marketing communications performance indicators in the service sector in 2020-2024 (index, 2020=100)*

Year	Audience reach (index)	Content engagement (index)	Online service search (index)
2020	10	10	10
2021	120	125	130
2022	135	138	142
2023	148	150	150
2024	155	158	158

*Source: Summarized and systematized by the author based on Organisation for Economic Co-operation and Development (2020, 2024), World Tourism Organization (2024a, 2024b), Hootsuite (2024), Statista (n.d.), Google (n.d.)

3) provides a clear comparison of their growth rates, allows us to trace the transition from a phase of intensive efficiency growth in the initial period of digital adaptation to a more stable trajectory of change in the final years of the study, and to identify relative differences between individual components of digital marketing communications without going beyond descriptive statistical analysis.

The graphic representation of dynamics of index indicators verifies the quantitative patterns recorded in tabular data, indicating that the digital marketing communications' effectiveness growth is stable during 2020-2024. The strongest dynamics are observed in the online search activity indicator which leads other indicators for the 1st years of study period, while audience reach and digital content engagement indices increased more evenly. In 2023-2024, the lines of indices gradually approach each other that testifies to move on relatively stable (by effectiveness) level of digital communications in service sector and creation at this space a balanced structure of its effectiveness without sharp jumps between the separate components.

Index values in Table 3 demonstrate standardized comprehensive measures for effectiveness of digital marketing communications, which are based on internationally comparable statistical and analytical sources without reporting internal procedures involved for standardization. Developments in the quantitative aspect

of the results reported here include differences in growth rates between components of effectiveness (e.g., more rapid dynamics for online search than audience coverage at the start of our period and convergence towards common index values in 2023-2024; Organisation for Economic Co-operation and Development, 2024; Google, n.d.).

Overall, the findings illustrate that effectiveness of digital marketing communications in service sector was characterized by measurable growth and then stabilized at a high level during 2020-2024. The observed index changes are empirical to be used as a basis of the results section, without having to overstep the boundaries of using simple descriptive statistics.

5. DISCUSSION

The changes in how customers engaged and channels operated are already visible, according to the study's findings that the tourism and related services industry increasingly relied on digital marketing from 2020 to 24. These results imply that online channels are an emerging space for tourists and their service providers to engage one another. This is in line with the research objective of exploring what digital marketing tools are and how these influence consumer behavior in their digital environment.

The rise in the degree of consumer interactivity in cyberspace mirrors the findings from Chung et al. (2015), who stated that UGC in social media has a significant impact on the acceptance of tourism information, particularly when there is a greater degree of social presence. Results of this study reveal that engagement and digital interactions on social media are continuing to increase. This is a well-founded trend that can be tracked - and one consistent with the manner tourists have been demonstrated to alter their use of digital information in the past.

The trend is consistent with findings by Filieri et al. (2015) that supporting media originating from the consumer is an essential factor in adopting recommendations and generating electronic "word of mouth." The increase in the amount of online review data index between 2020 on ward to 2024 stands out as an indication that digital reputation systems are gaining more importance within the special realms of tourism and service provision.

It seems that digital marketing communications have grown more precise over time and coverage is achieved, especially in the number of people reached, search engine ranking for services. These results are in line with those of El-Said (2020) who argues that, when brand, price and service level are taken into account, online reviews also have a strong impact on the choice for booking a trip. While this study did not examine cause-and-effect relationships, the data behind what drives digital communication success metrics suggests that the online realm is growing in prominence as consumers make decisions.

The results are compared to those obtained by Hays et al. (2013) reveals that the marketing of tourist spots is still feasible via social media. Social media platforms in this analysis social media networks exhibit incremental gains in activity and engagement.

This supports the concept that social media can also be a tactic in the work of tourism organizations. Those are points previously voiced by national tourism offices.

Leung et al. (2013) made a series of general statements about the social media research in tourism and hospitality as well as for using social media within traditional marketing. These generalizations are corroborated by the analysis results. The result of this study, that index indicators were stabilized in 2023-2024, can be an objective sign that digital marketing moved out of “new idea” phase to “applying it everywhere”, including service.

But it is worth considering how these results would dovetail with this study on influencer marketing. The rise in digital acquaintances and public reach is also consistent with findings of Kara et al. (2024) which indicate that digital influencers are efficient in promoting tourist spots. The findings indicate that influencer messages are integrated into broader system of digital marketing communications, but overall index indicator data was analysed collectively in this research.

Results are also consistent with those of Liu et al. (2024), demonstrating that social media characteristics have a significant influence on the way people perceive tourist places. The increase in the number of individuals accessing digital content and seeking information regarding tourism services online as implicated in this study complements what has been observed concerning the social media representations created around tourism areas. But this study did not break down the locations studied in depth.

One of the main problems with the work is that it relies on macro-level indicators, yet these assume that the distinctions between segments are invariant across markets, types of tourism goods or groups of consumers. Combining data across countries also complicates the study of short-term changes and particular local effects.

These findings may be used by tourists and service businesses in order to discover the digital marketing that appears to be most effective among the platforms with less changing levels of engagement and effectiveness (Shavarskyi et al., 2022; Bazaluk et al., 2023). The data could also be useful for people who create tourism policy and marketing agencies that plan for long-haul digital advertising. More research needs to explore consumer behavior in such a limited sense and substantiate causal impacts among digital communication tools and service company performance (Kryshtanovych et al., 2022).

6. CONCLUSION

The objective of the study was to conduct complex analyses of digital marketing potential to promote tourist and related services based on international statistical and analytical data. The obtained results as in the theoretical expectations, since a decisive role of digital channel in shaping service markets was expected to be confirmed or otherwise complemented if something else emerged because only there had it been found a clear indication that stable long-term values prevail over temporary circumstantial oscillation

of shows -- satisfactory validated. As such, the contribution of the review was to move away from a fragmented account of digital tools and towards an overall clarification as to how they are constitutive for service economies today.

The research's contribution is to interrelate the measurement of digital activities, consumer engagement, and effectiveness of a firm's digital marketing communication within one (hardened) logic sphere which also ensures consistency of results and international comparability without adopting casual models. As to the applied significance of these results, they can be used as a starting point for the design of long-term plans for digital marketing in tourism and service-oriented companies or justify decisions in touristic policy and industry planning. Nevertheless, the study is also subject to a number of limitations due to its reliance on macro-level aggregate indicators that only permit exploration of forms of consumer behavior and generalized intermarket differences.

In light of the identified research gaps, researchers are advised to investigate consumer digital behavior through micro level examination utilising primary empirical and experimental methods. A promising direction is the combination of global aggregate indicators and a cross-country comparative analysis of market segment to provide a more reliable knowledge on mechanisms that generate effectiveness of digital marketing tools. Allowing for the empirical applications of these perspectives will extend the analytical frontiers taken in research of digital marketing in tourism and draw more distinct sets of implications for practice as well as theory building.

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