THE ROLE OF DIGITAL MARKETING IN TOURISM BUSINESS OF PAKISTAN

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Abstract

The arrival of digital technology has fundamentally changed how businesses run, and the travel and tourism sector is no different. This study intends to investigate the function of digital marketing in Pakistan's tourist industry, paying particular attention to perceived utility, perceived usability, perceived risk, and its effect on the performance of the industry. The major technique for gathering data was a standardized questionnaire, which was used in a quantitative research approach. This study's sample size is 87 people. The goals of the study, the resources at hand, and the amount of time available all play a role in determining this number. It was shown that perceived risk has a substantial impact on the adoption of digital marketing in the tourist industry. Key adoption obstacles included worries about data security, privacy, and the possible harm to conventional marketing strategies. The study's findings show a link between the use of digital marketing and the success of the tourist industry. Utilizing digital marketing technologies helps businesses acquire more customers, boost customer happiness, and perform better overall. These results have significant ramifications for Pakistani tourist organizations because they provide light on the variables that affect the adoption of digital marketing tactics and emphasize the need of managing perceived dangers. These findings may be used by policymakers and business professionals to create focused interventions and support systems that motivate tourist enterprises to effectively adopt digital marketing.

Keywords: Digital Marketing, Tourism Business, Perceived Usefulness, Perceived Ease of Use, Perceived Risk

INTRODUCTION

Utilization of information technology (IT) has greatly increased in every industry. E-Insurance is now essential in an IT-based economy in order to handle the challenges of the twenty-first century (Iqbal & Shamsi, 2017). The tourism industry is one of the fastest growing sectors in the world and digital marketing has played a key role in its growth. In recent years, digital marketing has become an essential tool for travel companiesto reach potential customers and increase brand awareness. Numerous factors might have an impact on international travel. The most significant ones are advancements in bilateral relations, a rise in consumer confidence in emerging economies, an increase in travel discounts and promotions, an increase in disposable income, price reductions at hotels, an increase in tourism packages, political stability, and the elimination of exit taxes on visitors (Rizvi et al., 2022). This research report aims to examine the role of digital marketing in the tourism industry. Digital marketing strategies can have a huge impact on the tourism sector. In this area, digital marketing strategies aim to create a desire in tourists to seek out more information about a destination and to seek out the experiences that destination can offer, with the main aim being to increase visits to encourage (Serra Cantallops & Salvi, 2014). The use of the website in the tourism sector is very important as tourists appreciate it content and information

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displayed there. Additionally, websites influence traveler decisions production and finished image. Against this background, tourism companies use his website to advertise. Provide consumers with products so that they can access that information anytime, anywhere (Couture et al., 2015).

Literature connected to digital marketing has been researched in the context of tourism marketing with a focus on both organizations and customers. However, because the primary actor in digital marketing is a consumer, the primary focus should be on them. Listening, communicating, educating, and entertaining customers are all necessary components of an effective social media communication plan (Sweeney & Craig, 2011). Tourism organizations today are focusing more on offering high-quality service to their targetcustomers, which is a critical aspect for a company's long-term competitive advantage. It should be emphasized that the marketing potential of digital marketing has been extensively researched, but there is a scarcity of study on digital marketing (Zeng & Geristen, 2014, Khan & Jan, 2015, Todua & Jashi, 2015).

Davis (1986) defines perceived usefulness which the first IV of our topic "Digital marketing's role in promoting tourism" as the subjective perception of users that specific technologies can improve the execution of their work. The most important component in user acceptance of a technology is perceived usefulness. The system's perceived usefulness is related to its productivity and efficiency, as well as its overall benefits to boost user performance. Several studies have found that perceived usefulness and perceived simplicity of use are important predictors of user behavior. Perceived usefulness is also the extent to which customers believe that an information system can improve their productivity and be more convenient for them (Mazan, & Çetinel, S2022) Tourism is currently facing a technological progress challenge. Tourists are changing the way they find information and purchase tourist products and services. As a result, it is critical to assess the impact of relevant digital marketing techniques (Filipa Jorgeet al., 2018).

The perceived ease of using digital marketing which is the second IV is that it helps to create awareness among social media users and others (Deb, 2021; Ritz et al., 2019). To promote branding by the use of digital marketing creates ease for the ones promoting their brands (Deb, 2021; Mkwizu, 2020). Accordingto Davis (1986), perceived ease is the degree to which consumers believe that by utilizing a specific system, they would be free of effort. The tourism industry must adapt to the ongoing shift that began with digitalization. When the digitalization of tourism is analyzed, it is observed that the tourism sector has not lagged behind the times since the industrial revolution, and has always been able to keep up with change, and technological improvements have made the lives of tourists and employees easier (Atar, 2020).

Perceived ease of use and usefulness influences attitudes towards usability, which in turn influences intention to use. However, perceived utility has a direct influence on intention to use. Additionally, behavioral intention effects actual behavior. Any industry financial performance can be measured in a variety of ways and the most frequent of which is profitability (Iqbal et al., 2022).

The uncertainty that a consumer feels when acquiring items is referred to as perceived risk which is the fourth IV of our research paper. When purchasing a product or service, a consumer's perceived risk is a subjective thought. Perceived risk is frequently considered when the product or service in question is expensive or significant enough to affect the buyer's life. Every product or service may have some level of risk. However, perceived risk is something that consumers assume is a risk if they purchase the product, which implies that it is the seller's or business owner's responsibility to ensure and make the consumers confident in their product. However, perceived risk remains a behavioral feature of consumers, which business owners must address on a regular basis. External events such as worldwide political issues, diplomatic relations, natural disasters, disease outbreaks, and economic crises have a significant impact onthe tourism business. This vulnerability has a severe impact on the economies of developing countries whose primary source of income is tourism (Anatolia, 2013). Lastly, connecting our IV; Tourism is defined as a social, cultural and economic phenomenon that involves the

movement of people to a country or place outside their usual context for personal or business/professional purposes (UNWTO, 2008). Digital marketing consists of various channels that marketers use to promote their products and services. The growing number of international tourists presents worldwide opportunities to manage marketing strategies in the era of digital marketing. Such development of the tourism sector, especially tourists using digital marketing, is the reason behind the growth of digitalstatistics in the digital age. The study found that expanding digital marketing strategies and their adoption in tourism has improved the knowledge of digital marketing, and combined integrated literature review and quantitative analysis as a research methodological approach has created opportunities worldwide for research. Digital marketing strategies and their adoption in the tourism sector create opportunities for people. Tourists are heavily influenced by information available to them on the internet, particularly information expressed in consumer comments or reviews that might influence the tourist decision-making process. These remarks foster trust in travelers during the process of selecting a tourism site, because tourists tend to rely on reviews given by their peers. As a result, online visitor reviews, referred to in the literature as electronic Word of Mouth (e-WOM), can be viewed as vital for the image creation process oftourism locations (Morosen & Bowen, 2018). There are many different parties involved in industry, such as the employees, communities, partners, and the government. Each stakeholder has a unique impact on how an industry runs and performs a different role (Iqbal, 2022).

To mention the gap variables in developing countries, there economy isn't strong enough to promote or create awareness about the touristic locations in their country. Moreover, they may lack the infrastructure needed to accommodate a large number of tourists. Other than that their audience is the one that uses social media, those who do not use social media or don't have internet access will not be able to learn about tourism through digital marketing. The perceived utility and perceived ease of digital marketing gap variable refers to the difference between how valuable individuals believe digital marketing to be and how easy they perceive it to be to use. According to the Technology Acceptance Model (TAM), perceived utility and perceived ease of use are two important drivers of an individual's desire to utilize technology, particularly digital marketing? The perceived risk gap variable refers to the difference between the perceived dangers of adopting social media as a marketing tool.

Pakistan's tourism sector is adopting strategies to stimulate development particularly the increase in tourist entrance and the growth of digital era through the usage of digital statistics. Quantitative survey as a research methodology and the integrative literature review as well as content analysis was used to review studies in digital marketing strategies used in tourism relating to Pakistan. It reveals that digital media and its parts are among the digital marketing trends, and so Pakistan offers the possibility to sell its attractions to tourists in this digital era. According to the World Travel and Tourism Council (WTTC), the direct contribution of tourism to Pakistan's GDP in 2019 was PKR 793.5 billion (US$4.9 billion), equivalent to 2.8% of total GDP. This is expected to increase by 4.0% in 2020. International visitor arrivals surpassed 1.5 billion in 2019, according to the World Tourism Organization (UNWTO), with developed nations accounting for 63% of overall visits. However, the rate of growth in international tourism arrivals was higher in developing countries, increasing by 4.4% compared to 3.6% in developed countries. In 2019, global digital advertising spending totaled $333.25 billion, with developed countries accounting for 60% of the total. However, the rate of growth in digital advertising spending in developing countries was higher, with an increase of 21.5% compared to 13.7% in developed countries.To fill the gaps in tourism sector in Pakistan and other developing countries, firstly, socio-economic impacts of the ongoing financial crisis in the country must be mitigated. Secondly, resilience must be built across the value chain of the entire tourism sector. Thirdly, the use of technology must be maximized. Furthermore, sustainability and green growth must be promoted. More facilities are needed to accommodate tourists, such as nice hotels, comfortable surroundings, and adequate transportation. The government should also establish an e-portal for guest reservations. The Pakistan Tourism Development Corporation (PTDC) should also do everything

in its power to encourage tourism.

Research Objective

1. Perceived usefulness (PU), Perceived ease of use (PEoU), Perceived risk (PR) has an impact on Tourism business performance (TBP) and Adoption of digital marketing (ADM).
2. Tourism business performance (TBP) has an impact on Adoption of digital marketing (ADM).

Research Questions

RQ1: how does perceived usefulness impact on tourism business performance and adoption of digitalmarketing?
RQ2: how does perceived ease of use impact on tourism business performance and adoption of digitalmarketing?
RQ3: how does perceived risk impact on tourism business performance and adoption of digitalmarketing?
RQ4: how does tourism business performance impact on adoption of digital marketing?

Significance of the Study

Digital marketing is vital for the tourist sector since it enables for more effective and efficient promotion of potential consumers' locations, attractions, and travel services. It can assist tourism firms to increase their visibility and reach, as well as their sales and income. By creating and maintaining an active social media presence, tour operators can reach a wider audience and increase their visibility in the market. This study is beneficial as a whole for developing countries that can boost their economic sector through an increase in tourism that is promoted through digital marketing. This study helps digital marketers and analysts. Larger customer base is developed through digital marketing of tourism and so people who are looking to travel to different destinations during vacations or those who travel frequently will benefit from this the most. Consumers have just as strong a voice online as businesses do. Hence, tourism increases economic revenue, provides thousands of employment, improves a country's infrastructure, and fosters a sense of cultural interaction between outsiders and natives.

LITERATURE REVIEW

Digital marketing is critical for influencing and improving the performance of tourism businesses. Tourism companies can access a larger audience, boost brand visibility, and produce more leads and conversions by effectively utilizing digital marketing tactics (Loureiro et al., 2021). Tourism companies can use digital marketing to target specific client segments, personalize marketing efforts, and communicate with potentialcustomers through multiple internet platforms. Adoption and use of digital marketing tactics can lead to improved tourism business performance, including more website traffic, higher customer engagement, and, eventually, higher revenue and profitability. In the context of tourism, digital marketing refers to the use of digital channels, technology, and tactics to promote and market tourist products, services, or destinations. It entails reaching and engaging with the target audience through various online platforms such as websites, search engines, social media, email marketing, and online advertising (Agrawal, 2019). By using the power of the internet and digital technology, tourist firms may increase brand visibility, attract potential clients, improve customer interaction, and drive conversions. To understand and analyze the influence of digital marketing in many industries, including tourism, conceptual frameworks and models have been established. The Technology Acceptance Model (TAM) is onesuch model (Davis, 1989).

TAM was not primarily intended for the tourist industry, but it does give a theoretical foundation for understanding technology adoption and acceptance, which can be applied to digital marketing in tourism organizations. According to TAM, perceived utility and perceived ease of use are significant elements influencing technology adoption and acceptance by individuals or organizations. The perceived utility and ease of use of

digital marketing tactics and technologies might affect tourism businesses' decision to adopt and apply digital marketing practices in the context of digital marketing.

Hypothesis Development

Perceived Usefulness: Perceived usefulness is an individual's subjective estimate or belief about the extent to which a certain technology or system can improve their productivity, efficiency, or effectiveness in accomplishing desired goals or outcomes. It is the perceived value or utility that a person attaches to a technology based on their view of its prospective benefits and contributions to their duties or activities.

Association of Perceived Usefulness with Tourism Business Performance: Perceived usefulness correlates positively with tourist business performance, showing that when tourism experts consider a technology or digital marketing tool to be useful, it can improve business outcomes, consumer engagement, and overall success. Perceived usefulness is defined as the extent to which an individual believes that using an innovation helps toimprove his or her work (Verma et al., 2018). Venkatesh et al. (2003) referred to a similar idea of perceived usefulness as performance expectancy, which necessitates more effort on the part oftourists in terms of information searches and travel planning. Perceived usefulness is claimed to be a primarymotivator for information technology adoption, and it can be used to gauge satisfaction with information technology (Venkatesh & Davis, 1996).

H1a: *Perceived usefulness has a significant impact on tourism business performance.*

Association of Perceived Usefulness with Adoption of Digital Marketing: Adoption of digital marketing is positively related to perceived usefulness. When people see digital marketing tools as valuable, they are more likely to include them into their marketing efforts. Acceptance and integration of these tools into their marketing activities is encouraged by their view that digital marketing may deliver benefits and value to their firm. The behavioral intention of users to adopt a technology is determined by their view of the technology's utility and simplicity of use, according to TAM (zbek et al., 2015). According to Davis (1989), perceived usefulness is "the extent to which a person believes that using a particular system would improve his or her job performance" (p.320). According to the researcher, perceived usefulness has a beneficial influence on behavioral intention. Numerous recent researches (Bhatiasevi & Yoopetch, 2015) support this relationship. The term perceived usefulness refers to Internet users' perceptions of how useful online booking is for makingonline reservations or payments. One of the variables of whether or not people would utilize online bookingis perceived usefulness (Agag & El-Masry, 2016; Kucukusta, Law, Besbes, & Legoherel, 2015; zbek et al.,2015). The perceived usefulness of online booking technology has a greater impact on usage intention thanperceived ease of use (Kucukusta et al., 2015).

H1b: *Perceived usefulness has a significant impact on adoption of digital marketing*

Perceived Ease of Use: According to Kucukusta et al. (2015), the subjective assessment or perception of an individual's level of comfort or simplicity in utilizing a specific technology, system, or digital tool is referred to as perceived ease of use. Itreflects the individual's perception of how simple or easy it is to interact with technology and complete tasks or activities related to it. Individuals' propensity to accept and use technology can be influenced by perceived ease of use, which is frequently connected with reduced complexity, user-friendly interfaces, and intuitivedesign, all of which lead to a more pleasant user experience.

Association of Perceived Ease of Use with Tourism Business Performance: The perceived ease of use isrelated to the performance of tourism businesses. When tourism experts find digital marketing tools simple to use, their productivity and efficacy in advertising tourism services improves. In the tourism industry, simplified processes

and user-friendly interfaces lead to greater business outcomes and client engagement. According to a study by Buhalis and Law (2008), the perceived usability of digital marketing technology had a beneficial impact on the performance of the tourism industry. They came to the conclusion that user-friendly digital marketing tools and platforms helped tourism organizations reach and interact with their target audience successfully, which increased website traffic, boosted customer interaction, and eventually enhancedrevenue and profitability. Gretzel et al. (2015) looked at the effect of perceived ease of use on the adoption and use of online travel platforms in another study. The results showed that visitors were more inclined to interact with and make reservations on websites they evaluated as being user-friendly, which enhanced business performance for travel agencies.

H2a: *Perceived ease of use has a significant impact on tourism business performance.*

Association of Perceived Ease of Use with Adoption of Digital Marketing: Adoption of digital marketing is positively related to perceived simplicity of use. Individuals are more inclined to accept and integrate digitalmarketing technologies into their marketing plans when they believe them to be simple to use. The perception of ease of use enhances the acceptability and use of digital marketing tools in efficiently advertising enterprises. Perceived ease of use is recognized as a key influencer of customers' beliefs about adopting mobile marketingproducts and services, particularly during the market debut stage. Several studies have found significant effects on PEOU and mobile financial service adoption (Chilli,Shayo, & Kara, 2021),

H2b: *Perceived ease of use has a significant impact on adoption of digital marketing.*

Perceived Risk: Mosazadeh (2022) stated that a person's subjective evaluating the risks or potential drawbacks related to a choice or transaction is referred to as perceived risk. It entails assessing potential losses, disadvantages, or negative results. Financial, performance, social, psychological, time, and physically manifestations of perceived riskare possible. It is random and fluctuates according to individual experiences and views. Decision-making is influenced by perceived risk because people try to reduce hazards. Safety worries, health risks, monetary losses, disappointing experiences, and cultural misunderstandings are just a few examples of perceived dangers in tourism. For tourism organizations to develop trust, boost customer confidence, and improve business performance by attracting and retaining customers, it is essential to understand and handle perceivedrisks.

Association of Perceived Risk with Tourism Business Performance: Individuals are becoming more concerned about travel dangers and safety. A quantitative evaluation of travel security is called risk perception in tourism. Tourists' perceptions of destination risk have a direct impact on their propensity to buy. Tourists are particularly sensitive to travel dangers, as evidenced by the asymmetry between the objective existence of tourist safety information and the subjective perception of tourists. Because dangers associated with tourism are inevitable, visitors must have some level of destination-specific knowledge. The purpose of this study was to thoroughly analyses previous investigations into tourists' perceptions of risk (Cui, Liu, Chang,Duan, & Li, 2016).

Kim and Yoon's (2003) study looked into how perceived risk affected travelers' decision-making while choosing their destinations. The results showed that tourists' inclinations to travel to specific locations were negatively impacted by perceived risk, potentially harming the performance of the tourism industry. In another study, in the context of travel-related products, Cheng and Jin's (2010) study looked at the connection between perceived risk and online buying behavior. The findings revealed that lower online purchase intentions were connected with higher levels of perceived risk, which could have a negative effect on the success of tourism companies that operate in the online market.

H3a: *Perceived risk has a significant impact on tourism business performance.*

Association of Perceived Risk with Adoption of Digital Marketing: The subjective estimate of potentialnegative outcomes or uncertainties connected with adopting and implementing digital marketing tactics is referred to as perceived risk. In the context of digital marketing adoption, perceived risk can operate as a barrier or disincentive for firms. Businesses may be cautious to adopt digital marketing because of concernssuch as financial investment, data security, privacy issues, technological difficulties, and potential bad effectson brand reputation. As a result, a company's risk perception can considerably affect its decision to adopt and embrace digital marketing practices (Faqih, 2022).

Risk Perception (PR). Risks to individual information security and privacy are associated with digital marketing PR (Doolin et al., 2005). According to the PR theory, it involves a future risk that is unpredictable and could endanger the adoption process as a whole (Bauer, 1960; Tanadi et al., 2015). Many studies showthat one of the biggest barriers to consumers' acceptance of online trade is worry over Internet privacy (Bartet al., 2005; Kim & Montalto, 2002; Teltzrow & Kobsa, 2004). Online buyers and business suppliers areparticularly concerned about privacy issues. As a result, implementing a new technology is a risky procedurethat may negatively impact corporate performance.
H3b: *Perceived risk has a significant impact on adoption of digital marketing.*

Tourism Business Performance: The evaluation and measurement of a tourist-related organization's orenterprise's efficacy is referred to as tourism business performance. It entails evaluating a number of operational areas of the company, such as financial performance, client happiness, market share, revenue creation, profitability, and overall business expansion. The organization's ability to draw in clients, meet their wants and expectations, and realize its strategic goals and objectives in the tourist sector is shown bythe performance of its tourism business (Lee et al. 2022).

Association of Tourism Business Performance with Adoption of Digital Marketing: The relationshipbetween a tourism business' effectiveness and success and its use of digital marketing tactics and technologies is referred to as the association of tourism business performance with the adoption of digital marketing. It entails looking at how different performance indicators of a tourism business are impacted bythe adoption and implementation of digital marketing strategies such online advertising, social media marketing, search engine optimization, and website optimization. This comprises elements like website traffic, client interaction, lead creation, conversion rates, income generation, and overall company expansion. A tourism company's visibility, reach, and ability to target and interact with its target audiencecan all be increased through the use of digital marketing, which will result in better business performance outcomes. In a study by Xiang, Du, Ma, and Fan (2017) looked at how digital marketing affected hotel performance. The results showed that hotels that used digital marketing methods efficiently saw an increase in occupancy rates, revenue per available room, and customer satisfaction. The effectiveness of tourist attractions was examined in a study by Neuhofer, Buhalis, and Ladkin (2015) todetermine how adoption of digital technologies affected it. According to the survey, attractions that used digital technologies, such interactive displays and mobile apps, had better visitor experiences, more visitors,and better financial results.
H4: *Tourism business performance has a significant impact on adoption of digital marketing.*

Empirical Studies

1) Deb, Nafi, and Valeri (2022) identified the use of digital marketing in new era for the promotion of tourism business. Tourism business performance and adoption of digital marketing have been used as the dependent variables and perceived usefulness, perceived ease of use, social media marketing, perceived risk, tourismbusiness

performance are used as the independent variables. The data was collected from 200 respondents belonging to a group of people who happened to be internet users. Purposive techniques have been used to analyze this relationship. Result shows significant relation of independent variable with dependent variable, justification. It has been suggested for the empirical review, to analyze the relationships between digital marketing variables and tourism business performance, it is recommended to do quantitative analysis using statistical approaches such as correlation analysis, regression analysis, or structural equation modelling (SEM). A control group or comparison analysis would also provide a better understanding of the impact of digital marketing on business performance. It is also encouraged to collect data from a larger and more diverse sample, to use qualitative research methodologies for deeper insights, and to perform longitudinal study to observe the effects of digital marketing over time. Exploring potential mediating or moderating variables and benchmarking the findings against current literature and research in diverse contexts would improve the empirical review's robustness and validity.

2) Chilli, Shayo, and Kara (2021) exploring the relationship between perceived ease of use intension towards digital marketing. Adoption of digital marketing has been used as the dependent variables and Perceived ease of use is used as the independent Variable. The data was collected from 406 respondents who are internet social media users. Convenience technique has been used to analyze this relationship. Result shows Technology Acceptance Model (TAM) on assessing the effects of perceived ease of use showed positive influence on adoption of digital marketing and shows positive relation of independent variable with dependent variable, justification. It has been suggested better representation of the demographic factors, including better gender considerations was achieved in the study. Future recommendations is that Future research, using a longitudinal research design approach, is advised by the study in order to provide more concrete evidence of how perceived ease of use affects the adoption of digital marketing. This paper has examined relationship between, perceived ease of use intension towards using digital marketing showed that subscriber's intension to use digital service in determine by perception on it usefulness and convenient it is to use digital marketing The results also demonstrated the significance of Perceived Ease of Use for digital marketing in terms of how simple or effortless it is for users to communicate with one another. To provide wireless Internet access, digital marketing offers a vertically integrated, top-down services provider approach.

3) Hammad, Bataineh, Alshurideh, and Salhab (2022) identify the moderating impact of subjective standards in the elements influencing healthcare practitioners' acceptance of digital marketing. Healthcare providers' acceptance for digital marketing has been used as the dependent variables and perceived usefulness and perceived ease of use are used as the independent Variables. The data was collected from 375 respondents belonging to the medical field sector. Convenience sampling techniques has been used to analyze this relationship. Result shows that there is a statistically significant relationship between (Perceived ease of use and Perceived usefulness) on healthcare providers' acceptance of digital marketing provided by the medical field companies. The researcher recommends the following based on the findings: (1) Medical field companies should strive to improve the perceived ease of use and usefulness of their digital marketing services to enhance healthcare providers' acceptance. (2) Healthcare providers should continue improving their technology acceptance skills to stay efficient, updated with medical information, and maintain strong relationships with medical field companies. (3) Healthcare providers should adopt subjective norms that align with their goals and enhance their service offerings. Medical field companies should provide a clear vision and framework for digital marketing acceptance. (4) Medical sector enterprises should take proactive measures to develop a model for technological adoption and strive to increase healthcare providers' acceptance of digital marketing. Future research should focus on the relevance of perceived ease of use and usefulness on healthcare providers' acceptance of digital marketing by medical field companies in Amman, Jordan. Larger sample sizes are recommended to support these findings. Exploring other moderating variables, testing generalizability, and examining the relationship between perceived factors, acceptance, and subjective norms are also crucial. Comparative research and investigating variables like personal benefits, social class, and emotional intelligence

can provide valuable insights.

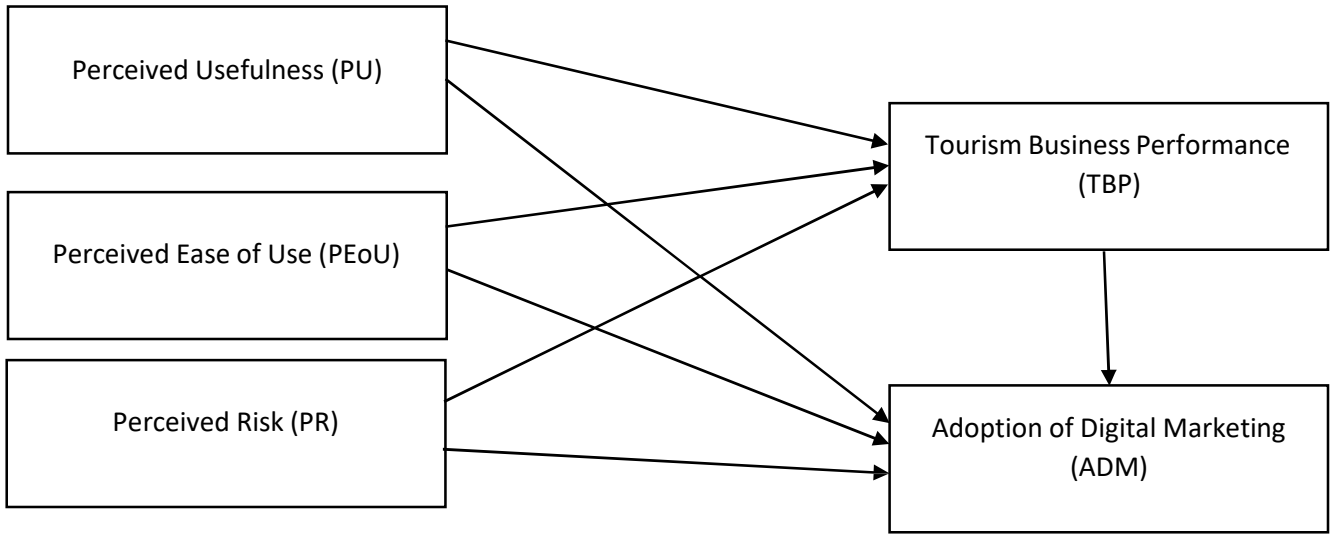

Figure 1: Conceptual Model

Research Purpose

The purpose of this research is explanatory, which means that this type of research has already been carried out in the past by several other researchers. It aims to explain certain phenomena and uncovers factors and processes that contribute to the observed outcomes. Namely, it explores the role of digital marketing in enhancing the performance of tourism businesses. This research paper intends to provide significant insights on the relevance of digital marketing in influencing the performance of tourism businesses by analyzing the collected data. The insights will enable them to make more educated decisions and optimize their digital marketing efforts, resulting in greater customer acquisition, engagement, and overall financial success.

Research Approach

This research has a quantitative approach which uses a closed-ended questionnaire to collect data for the research report. The questionnaire comprises of organized questions with predetermined response possibilities, allowing numerical data to be collected. The use of closed-ended questions allows for a more standardized and methodical approach to data collecting, making statistical analysis and quantitative interpretation easier. This technique enables the measurement of specific variables connected to the role of digital marketing in tourism business performance, such as levels of digital marketing adoption, perceived ease of use, perceived risk and perceived usefulness.

Research Design

Within the perspective of descriptive research, the design of this study can be regarded as correlational and survey-based. The descriptive research approach will be used to present and interpret the obtained data in a comprehensive manner in the study report. It seeks to investigate the links and associations between variables linked to digital marketing and tourism business performance. This helps to provide valuable insights and a comprehensive understanding of the role of digital marketing in tourism business performance.

Sampling Technique

The sampling technique used in this research is non-probability convenience sampling. This refers to approaching and selecting individuals who are readily available and can easily be accessed by the researcher.Hence, this sampling technique for data collection is efficient and convenient. Although, it is important to understand that the data obtained through convenience sampling does not fully represent the larger population since it is based on the accessibility of individuals.

Target Audience

The target audience of this research consists of travelers who actively use social media. These people are picked primarily based on their use of social media when travelling or planning their trips. Tourists who usesocial media can be regarded as unique subset of the overall tourist community. They are people who use social media like Facebook, Instagram, Twitter, and YouTube to share their travel experiences, seek suggestions, gain information, and interact with others in the travel community.

Sample Size

The sample size of this research is 87. This figure is determined by a variety of factors, including the research objectives, available resources, and time restrictions. While the sample size is not very large, it is sufficient tomeet the study's objectives and acquire useful insights on the role of digital marketing in tourism businessperformance.

Statistical Technique

The statistical techniques used in this research are SPSS and PSLM. The use of SPSS in this study impliesthat the acquired data will be subjected to a variety of statistical analysis. To summarize and characterize thefeatures of the variables under inquiry, descriptive statistics such as measure of frequency distributions canbe obtained. Inferential statistics, such as factor analysis, analysis and regression can be used to investigate correlations, links, and significance levels between various variables. Additionally, the use of PSLM allows the researcher to analyze the variables relationship in a structural equation model. PSLM evaluates both the measurement model (the relationships between latent constructs and observed indicators) and the structuralmodel (the relationships between the latent constructs themselves). This method allows researchers to test and confirm theoretical models, identify noteworthy links, and gain insights into the fundamental mechanismsbehind the phenomena under investigation.

Questionnaire and Measurement

This research's questionnaire and measurement instrument to collect data is Likert scale. The Likert scale is a popular rating scale that assesses respondents' attitudes, views, or perceptions of a set of statements. Respondents are presented with a set of statements or items pertaining to the research topic on the Likert scale. Each statement is accompanied by a scale ranging from 1 to 5, with 1 representing "strongly disagree" and 5 representing "strongly agree." Respondents are prompted to select the proper response option to express their level of agreement or disagreement with each statement.

Ethical Consideration

In this research paper, ethical issues are of utmost importance. The report prioritizes participants' well-being and rights by getting informed consent and protecting their privacy and confidentiality. It is nevertheless opento potential conflicts of interest, maintaining transparency and objectivity in results reporting. The report is dedicated to sustaining ethical standards by prioritizing the interests of participants and recognizing the contributions of others. It emphasizes the need of maintaining integrity and credibility while adhering to ethical norms throughout the

research process. In this way, the report hopes to maintain the trust and respect of participants, readers, and the broader research community, while also ensuring that ethical standards governevery step of the study endeavor.

DATA ANALYSIS

Table 1
Demographic Profile

Respondents Profile			
Variables	**Categories**	**Frequencies**	**Percentage %**
Gender	Female	37	42.5
	Male	50	57.5
Age	Less than 20	17	19.5
	20-30	65	74.7
	31-40	1	1.1
	41-50	3	3.4
	Above 50	1	1.1
Educational Status	High School	10	11.5
	Undergraduate	53	60.9
	Graduation	22	25.3
	Others	2	2.3
Use of Internet (daily)	0-2 h	8	9.2
	3-5 h	35	40.2
	6-8 h	25	28.7
	More than 8 h	19	21.8

The details of demographic profile are presented in the table 1. In terms of gender, 42.5% of the respondents were female, while 57.5% were male. The respondent's age group category showed that 19.5% respondents were falling in the age bracket of less than 20, whereas 74.7% respondents were falling in the age bracket of20-30, whilst 1.1% respondents were falling in the age bracket of 31-40, while 3.4% were falling in the agebracket of 41-50 and lastly 1.1% respondents were falling in the age bracket of above 50. As can be seen fromthe demographic characteristics, 11.5% respondents were high school students, 60.9% of the respondents were undergraduate students, 25.3% respondents were graduation students and 2.3% respondents were postgraduate students. The result shows that 9.2% respondents used the internet for 0-2 hours daily, 40.2% respondents used the internet for 3-5 hours daily, 28.7% respondents used the internet for 6-8 hours daily and21.8% respondents used the internet for more than 8 hours daily.

Table 2
Reliability Analysis

Variables	Items	Cronbach's alpha
PU	4	.857
PEoU	4	.885
PR	3	.713
TBP	3	.844
ADM	3	.696
Overall reliability	17	.920

The table 2 shows the reliability analysis of all the variables. According to Uma Sekaran (2003), the closer the reliability coefficient Cronbach's Alpha gets to 1.0, the better is the reliability. According to Tabachnick and Fiddell, (2007) the Cronbach's Alpha should be more than 0.55. The overall reliability of the loaded items is 0.920 that is 92% which shows that the data is reliable. The first variable, perceived usefulness has 4 items and the Cronbach alpha value of these items is 0.857. The second variable, perceived ease of use also has 4 items and the Cronbach alpha value of these items is 0.885. The third variable, perceived risk has three items and the Cronbach alpha value of these items is 0.713. The fourth variable is tourism business performance which has three items and the Cronbach alpha value of these items is 0.844. The fifth and the last variable, adoption of digital marketing also has three items and the Cronbach alpha value of these items is 0.696. Thus all these meet the criteria given by Tabachnick and Fiddell (2007) of 0.55 and ensure the reliability of data.

Table 3
Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.895
Bartlett's Test of Sphericity	Approx. Chi-Square	907.334
	Df	136
	Sig	<0.001

The present analysis used principal components method (Guadagnoli & Velicer, 1988; Schonemann, 1990; Steiger, 1990; Vellicer & Jackson, 1990) to reduce its 17 Likert based questionnaire items into 5 best manageable proposed factors. To determine the adequacy of the sample, Kaiser-Meyer-Olkin was used which, showed the value of 0.895 which is above 0.7 and suggests that the sample is sufficient to run factoranalysis (Leech, Barrett, & Morgan, 2005; Barkus, Yavorsky, & Foster, 2006; Ali & Raza, 2015). Bartlett's test of sphericity (Approx. Chi-Square = 907.334, df = 136, $p < 0.001$).

Table 4 (a)
Rotated Component Matrix

	1	**2**	**3**	**4**	**5**
PU1	.697				
PU2	.802				
PU3	.795				
PU4	.709				
PEoU1		.668			
PEoU2		.805			
PEoU3		.795			
PEoU4		.725			
PR1					.685
PR2			.868		
PR3			.811		
TBP1				.757	
TBP2		.505		.734	
TBP3		.671		.566	
ADM1			.789		

ADM2	.642
ADM3	.604

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

The principal component method is used to obtain the rotated component matrix and the rotation matrix was Varimax. The factor loadings were reported in table 4(a). The total items were 17 and in total, the 5 factorswere made. The items PR (perceived risk) and ADM (adoption of digital marketing) were cross-loaded in the other construct.

Table 4 (b)
Rotated Component Matrix

	1	2	3	4	5
PU1		.577			
PU2		.783			
PU3		.847			
PU4		.672			
PEoU1	.643				
PEoU2	.779				
PEoU3	.786				
PEoU4	.765				
PR2					.857
PR3					.889
TBP1			.784		
TBP2			.748		
TBP3	.658		.590		
ADM2				.709	
ADM3				.689	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
a. Rotation converged in 9 iterations.

After the deletion 2 of 17 items the factor analysis is again performed. The final factor loadings are reportedin table 4.5 and it is seen in the table that all the variables are loaded in their relevant constructs.

Table 5 (a)
Coefficients Matrix

Model	B	P	VIF
(Constant)	.487	.200	
PU	.152	.177	1.938
PEoU	.573	<.001	1.933
PR	.183	.014	1.026
Adj. $R^2 = 0.521$		F-Statistics = 32.144	

a. Dependent Variable: TBP

After the factors analysis the variables are computed to run the regression analysis. The result related to regression analysis is reported above. The result shows that the adjusted R-square has the value of 0.521 which means the independent variables can predict around 0.537 of the dependent variable. The VIF has the value less than 10 which mean the multi collinearity does not exist among the variables. F-statistics represents the combined effect of all the independent variables on dependent variables and it should be greater than 32. The prob-value should be less than 0.05.

The table 5 (a) shows that perceived usefulness has a positive but insignificant impact on tourism business performance. If perceived usefulness increases by 1%, then tourism business performance increases by 15.2%. This shows that the developed hypothesis was rejected.

The table 5 (a) shows that perceived ease of use has a positive and significant impact on tourism business performance. If perceived ease of use increases by 1%, then tourism business performance increases by 57.3%. This shows that the developed hypothesis was accepted.

The table 5 (a) shows that perceived risk have a positive and significant impact on tourism business performance. If perceived risk increases by 1%, then tourism business performance increases by 18.3%. This shows that the developed hypothesis was accepted.

Beta value also represents the strength of impact of an IV on DV while p-value/significance value represents the importance or significance of a relationship between IV and DV.

Table 5 (b)

Coefficients Matrix

Model	B	P	VIF
(Constant)	.039	.915	
PU	.471	<.001	1.981
PEoU	.204	.084	2.645
PR	.130	.077	1.104
TBP	.188	.079	2.162
Adj. $R^2 = 0.567$		F-Statistics = 29.145	
a. Dependent Variable: ADM			

After the factors analysis the variables are computed to run the regression analysis. The result related to regression analysis is reported above. The result shows that the adjusted R-square has the value of 0.567 which means the independent variables can predict around 0.587 of the dependent variable. The VIF has the value less than 10 which mean the multi collinearity does not exist among the variables. F-statistics represents the combined effect of all the independent variables on dependent variables and it should be greater than 32. The prob-value should be less than 0.05.

The table above shows that perceived usefulness has a positive and significant impact on adoption of digital marketing. If perceived usefulness increases by 1%, then adoption of digital marketing increases by 47.1%. This shows that the developed hypothesis was accepted.

The table above shows that perceived ease of use has a positive and significant impact on adoption of digital marketing. If perceived ease of use increases by 1%, then adoption of digital marketing increases by 20.4%. This shows that the developed hypothesis was accepted.

The table above shows that perceived risk has a positive and significant impact on adoption of digital marketing. If perceived risk increases by 1%, then adoption of digital marketing increases by 13.0%. This shows

that the developed hypothesis was accepted.

The table above shows that tourism business performance has a positive and significant impact on adoption of digital marketing. If tourism business performance increases by 1%, then adoption of digital marketing increases by 18.8%. This shows that the developed hypothesis was accepted.

Beta value also represents the strength of impact of IV on DV while p-value/significance value represents the importance or significance of a relationship between IV and DV.

Data Analysis (PLS-SEM)

The hypotheses were analyzed by using the Partial least square structural equation modeling (PLS-SEM). PLS-SEM is preferred over other traditional multivariate methods (Haenlein & Kaplan, 2004) and particularly for examining mediating hypotheses this method is highly recommended (James et.al, 2006). Moreover, this method is suitable for explaining the maximum variation of the data having a complex model by small sample size, has a minimum requirement with respect to model fitness and does not need assumption related to multivariate normality (Chin, 1998). To determine the significance of the hypothesized relationship and their path coefficients, the bootstrapping of 5000 subsamples method was used as recommended by Hair, Ringle, and Sarstedt, (2011). The estimation was done in two steps which were in accordance with the guidelines of Anderson and Gerbing's (1988). Step one is related to the assessment of measurement model, its reliability and validity; and in step two the structural model and hypothesis were tested

In order to evaluate the measurement, model the (i) individual item reliability (ii) construct reliability (iii) convergent validity and (iv) discriminant validity have been assessed, whereas, the structural model i.e., the hypotheses acceptance has been measured by examining the sign, size, and significance of the coefficient between the dependent and independent variables.

Measurement Model

Prior to the hypotheses testing, it was necessary to evaluate the robustness of the data, its internal consistency, and validity. Therefore, the measurement model was evaluated by four different methods. The individual item reliability shows the internal consistency of the responses among measuring items (Tabachnick & Fidell, 2007). The reliability of the measuring items of the construct (PU1, PU2, PU3, PU4, PEoU1, PEoU2, PEoU3, PEoU4, PR1, PR2, PR3, TBP1, TBP2, TBP3, ADM2, ADM3) was measured by value of Cronbach Alpha (λ) which must have the minimum value of 0.5 as given by Tabachnick and Fidell (2007). The construct reliability was evaluated by composite reliability which reflects the internal consistency among the measuring items within the construct, and the value should be greater than 0.7 (Straub, 1989). As seen in Table 6, the Cronbach Alpha (λ) and composite reliability meet the threshold value. The convergent validity reflects the tendency to which the measuring items of a construct convergewithin the same construct respectively, was assessed by average variance extracted (AVE) and according to Fornell and Larcker (1981), all the constructs should have a value higher than 0.5. The Table 6 showsthat all the variables have a value greater than the threshold value.

Table 6

Construct	Indicator	Loading	Cronbach's Alpha	Composite Reliability	Average Variance (AVE)
ADM	ADM2	0.881	0.768	0.895	0.810
	ADM3	0.919			
	PEoU1	0.868			

PEoU	PEoU2	0.886	0.885	0.921	0.744
	PEoU3	0.882			
	PEoU4	0.812			
	PR1	0.792			
PR	PR2	0.811	0.712	0.835	0.628
	PR3	0.776			
	PU1	0.809			
PU	PU2	0.885	0.858	0.904	0.702
	PU3	0.842			
	PU4	0.814			
	TBP1	0.819			
TBP	TBP2	0.903	0.846	0.907	0.766
	TBP3	0.901			

The discriminant validity reflects the tendency to which the measuring items of a construct is discriminant from the another construct is evaluated by using two tests (1) Average Variance Extracted (AVE) analysis (2) Cross Loading analysis. The square root of the AVE (diagonal in Table 7) should be greater than the correlations between the variables (the off diagonal factors in Table 7). As seen from Table 4.9 the diagonal value is greater than the off diagonal value. The cross loading analysis presented in Table 4.10 shows that the individual items of each construct are loaded higher in their relevant constructs compare to the other constructs and the cross loading difference is also higher than the suggested threshold of 0.1 (Gefen and Straub, 2005). Thus, the model has robust discriminant validity.

Table 7

	ADM	**PEoU**	**PR**	**PU**	**TBP**
ADM	0.900				
PEoU	0.662	0.863			
PR	0.333	0.270	0.793		
PU	0.704	0.692	0.292	0.838	
TBP	0.620	0.713	0.396	0.562	0.875

Table 8

Cross Loadings

	ADM	**PEoU**	**PR**	**PU**	**TBP**
ADM2	0.881				
ADM3	0.919				
PEoU1		0.868			
PEoU2		0.886			
PEoU3		0.882			
PEoU4		0.812			
PR1			0.792		
PR2			0.811		
PR3			0.776		
PU1				0.809	
PU2				0.885	

PU3	0.842	
PU4	0.814	
TBP1		0.819
TBP2		0.903
TBP3		0.901

The heterotrait-monotrait ratio of correlations (HTMT) in Table 8 shows that none of the constructs has a value greater than 0.85 (Henseler, Ringle, & Sarstedt, 2015).

Table 9
HTMT

	ADM	PEoU	PR	PU	TBP
ADM					
PEoU	0.791				
PR	0.435	0.313			
PU	0.861	0.795	0.350		
TBP	0.758	0.812	0.497	0.664	

Structural Model

The structural model was analyzed by examining the sign, size, and significance of the path coefficient between each independent (perceived usefulness, perceived ease of use, perceived risk, tourism business performance) and dependent variable (tourism business performance, adoption of digital marketing). The higher the coefficient value, the stronger is the impact of the independent variable on the dependent variable. The hypotheses are considered on the significance level of 1% and 5%. The result of path analysis is depicted in Table 10 and showed that the 3 hypotheses were accepted and 4 were rejected. The variables perceived ease of use and perceived risk have significant positive effect on tourism business performance. The variable perceived usefulness has significant positive effect on adoption of digital marketing. Whereas the variables perceived ease of use, perceived risk, and tourism business performance have insignificant positive effect on adoption of digital marketing and the variable perceived usefulness has insignificant positive effect on tourism business performance.

Table 10
Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
PEoU->ADM	0.194	0.198	0.160	1.215	0.225
PEoU->TBP	0.595	0.586	0.102	5.835	0.000
PR->ADM	0.072	0.066	0.081	0.889	0.374
PR->TBP	0.209	0.214	0.079	2.640	0.008
PU->ADM	0.430	0.401	0.177	2.433	0.015
PU->TBP	0.089	0.095	0.139	0.640	0.522
TBP->ADM	0.212	0.233	0.140	1.510	0.131

The result shows that perceived ease of use has a positive but insignificant relationship with adoption of digital marketing. This means that if perceived ease of use increases by 1% then adoption of digital marketing

will increase by 19%. This shows that the developed hypothesis wasrejected.

The relationship of perceived ease of use has a positive and significant impact on tourism business performance. This means that if perceived ease of use increases by 1% then tourism business performance will increase by 59%. This shows that the developed hypothesis was accepted.

The table above shows that perceived risk has a positive and insignificant relationship with adoption of digital marketing. If perceived risk increases by 1%, then adoption of digital marketing increases by7%. This shows that the developed hypothesis was rejected.

The table above shows that perceived risk has a positive and significant impact on tourism business performance. If perceived risk increases by 1%, then tourism business performance increases by20%. This shows that the developed hypothesis was accepted.

The results above show that perceived usefulness has a positive and significant impact on adoption of digital marketing. This means that if perceived usefulness increases by 1% then adoption of digitalmarketing will increase by 43%. This shows that the developed hypothesis was accepted.

The table above depicts a positive but insignificant relationship of perceived usefulness with tourism business performance. If perceived usefulness increases by 1%, then tourism business performanceincreases by 8%. This shows that the developed hypothesis was rejected.

The table above shows the relationship of tourism business performance to be positive but insignificant with adoption of digital marketing. If tourism business performance increases by 1%, then adoption of digital marketing increases by 21%. This shows that the developed hypothesis was rejected.

DISCUSSION

Table 10 (a)

Coefficients Matrix

Model	β	P	VIF
(Constant)	.487	.200	
PU	.152	.177	1.938
PEoU	.573	<.001	1.933
PR	.183	.014	1.026
Adj. R^2 = 0.521		F-Statistics = 32.144	
a. Dependent Variable: TBP			

The result of regression analysis of first table is reported in table 10 (a). The first hypothesis regarding the effectof PU on TBP shows the insignificant, but a positive relationship (p = 0.177, β =0.152). The studies which supported that relationship include; Li, Li, and Hudson (2013), and Xiang, Du, Ma, Fan,and Li, X. (2017) reveals that perceived usefulness will improve product or service features, streamlining processes, providing clear information, personalizing experiences, encouraging positive interactions, and utilizing technology to improve tourism business performance by increasing perceived usefulness.

The second hypothesis regarding the effect of PeoU on tourism business performance shows the significant, but a positive relationship (p<0.001, β=0.573). The study which supported that relationship includes Wang,LiLi, and Liang (2018) reveals that perceived ease of use will enhance the tourism business performance attourist who are social media users will find it to be more feasible.

The third hypothesis regarding the effect of PR on TBP shows the significant, but a positive relationship (p=0.014, β =0.183). The study which supported that relationship includes Chen and Chen (2010) and Kim and Nieh. (2009) reveals that perceived risk will enhance the tourism business performance at touristwho are social media users will find it to be more feasible.

Table 10 (b)
Coefficients Matrix

Model	B	P	VIF
(Constant)	.039	.915	
PU	.471	<.001	1.981
PEoU	.204	.084	2.645
PR	.130	.077	1.104
TBP	.188	.079	2.162
Adj. R^2 = 0.567		F-Statistics = 29.145	
a. Dependent Variable: ADM			

The result of regression analysis of second table is reported in 10 (b). The first hypothesis regarding the effect of PU on ADM shows the significant, but positive relationship ($p<0.001$, $\beta=0.471$). the study which supported that relationship includes Alalwan, Dwivedi, Rana, and Williams (2010), and Taiminen and Karjaluoto (2015); reveals that perceived usefulness will enhance the adoption of digital marketing by individual and organization It denotes the importance, advantages, competitiveness, effectiveness, and affordability of digital marketing.

The second hypothesis regarding the effect of PEoU on ADM shows the significant, but positive relationship ($p=0.084$, $\beta=0.204$). The study which supported that relationship includes Liang and Huang (2014) and Koc and Ceylan (2018); reveals that perceived ease of use will enhance the adoption of digital marketing by individual and organization It denotes the importance, advantages, competitiveness, effectiveness, and affordability of digital marketing.

The third hypothesis regarding the effect of PR on ADM shows the significant, but positive relationship ($p=0.077$, $\beta=0.130$). The study which supported that relationship includes Liang, Saraf, Hu, and Xue (2007), and Alalwan, Dwivedi, Rana, and Williams (2017); reveals that perceived risk significantly affects the adoption of digital marketing that have higher risk perceptions, such as worries about financial investment, a lack of technical know-how, and data security.

The fourth hypothesis regarding the effect of TBP on ADM shows the significant, but positive relationship ($p=0.079$, $\beta=0.188$).The study which supported that relationship includes Xiang, Du, Ma, and Fan (2017), and Li and Wang (2019); reveals that adoption of digital marketing positively affects tourism business performance. It demonstrates that travel agencies actively engage in digital marketing techniques like socialmedia marketing.

CONCLUSION

According to the study, perceptions of utility, usability, and risk have a substantial impact on how well tourism businesses succeed and how widely digital marketing is used. The results show that tourists are more likely to engage in digital marketing practices when they believe that digital marketing tools are practical, effective, and convenient. The study also emphasizes how crucial it is to minimize perceived risk by assuring the dependability and security of digital marketing platforms. Tourism organizations may improve their performance, draw in a wider consumer base, and contribute to the expansion of the industry by recognizing the potential advantages of digital marketing and minimizing perceived hazards. These findings highlight thenecessity for tourism organizations and policymakers to give priority to implementing digital marketing strategies in order to survive and prosper in the digital era. Digital marketing is essential to the success of tourism firms because it reaches a wider audience, enhances brand recognition, and increases conversions. It entails using internet channels to target particular customer categories and tailor marketing initiatives. The Technology Acceptance Model (TAM) offers a framework

forcomprehending how digital marketing strategies are adopted and accepted. TAM claims that the perceivedvalue and usability of digital marketing strategies affect the choice of tourism organizations to embrace andemploy them. The sampling technique of this research is non-probability convenience sampling. The statistical techniques used in this research report are SPSS and PSLM. The sample size collected was 87. Theresults show in first table that PU has insignificant but positive relation with TBP, whereas PEoU and PR have significant and positive relation with TBP. In table no: 2, PU, PEoU, PR, TBP have significant and positive effect on ADM. The research is recommended to all tourism businesses.

Managerial Implications

Perceived Usefulness: Managers should emphasize the advantages and benefits of digital marketing strategies in order to boost the performance of the tourism industry and promote its adoption. Besure to emphasize how these tactics can lead to greater customer interaction, website traffic, and eventually,income and profitability.

Perceived Ease of Use: Managers should make an effort to make digital marketing toolsand technology accessible and user-friendly. Employees' perceived complexity of these tools can be decreasedand their confidence in using them effectively can be increased by offering training and support. Process and interface simplification can improve usability and promote greater adoption.

Perceived Risk: Managers must deal with and reduce perceived risks related to digital marketing, including worries about privacy, security, or prospective financial investments. These worries can be allayed and trust in the adoption of digital marketing practices can be increased by putting in place strong security measures, upholding transparency in the management of data, and providing customer assistance.

Tourism Business Performance: Key performance indicators (KPIs) for digital marketing campaigns should be monitored and analyzed on a regular basis by managers. This involves keeping an eye on data for user engagement, conversion rates, and return on investment (ROI). Managers canpinpoint areas for improvement, develop strategy, and efficiently allocate resources by regularly analyzingperformance.

Adoption of Digital Marketing: It is essential for managers to stay current with thenewest trends and cutting-edge technologies because digital marketing is a dynamic area. Businesses may adapt to shifting digital marketing environments and keep a competitive advantage by investing in ongoing professional development, going to industry conferences, and encouraging a culture of experimentation andlearning within the organization.

Tourism businesses can improve their overall performance and successfully adopt and use digital marketing practices by concentrating on increasing perceived usefulness, ease of use, and addressing perceived risks,while also monitoring business performance and remaining agile in the digital marketing landscape.

Future Recommendations

Researchers can look into a number of areas to improve their knowledge of how digital marketing affects thetravel and tourism sector. Comparative studies to assess the efficiency of various digital marketing techniquesand methods in the context of tourism may be included in future study. To evaluate the long-term impacts ofdigital marketing adoption on the performance of the tourism industry, longitudinal studies can be carried out.Further research on the impact of cultural elements on the acceptance and efficiency of digital marketing inthe tourism sector could yield insightful results. The relationship between perceived usefulness, perceived ease of use, perceived risk, and the success of the tourism industry can also be studied by researchers in dept.

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