

Chapter 15

New Trends in Consumer and Tourism Marketing Science

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ABSTRACT

The pandemic period from 2020 to 2022 has given rise to new trends in tourism marketing and consumer science. This situation has an impact on the tourism industry throughout the world, including Indonesia. The impact of the pandemic on the tourism industry is quite important because it is linked to other sectors such as hotels, transportation, and micro, small and medium enterprises. One of them is that consumers are more aware of their need to find information to organize their travel trips independently by using the internet. Another trend in marketing science is the shift towards sustainable tourism, where tourists when traveling will look for products that are environmentally friendly and responsible for protecting the environment. When tourists travel, they look for unique experiences with the authenticity of the places they visit. Trends change in consumption and promotion patterns in tourism, focus on online shopping experiences, use of new technology and changes in communication channels by utilizing digital technology.

INTRODUCTION

The tourism industry is constantly evolving, and it is important for marketers to stay up to date with the latest trends in consumer and tourism marketing science. The emergence of the evolution of tourism marketing in the 1950s, highlighted a number of distinct stages including: the production era, the sales era, the marketing era, and the digital marketing era (Page and Connell, 2020a). The pandemic period from 2020 to 2022 has given rise to new trends in tourism marketing and consumer science. “New Trends in Consumer and Tourism Marketing Science” explores current trends in today’s tourism industry, including the rise of new technologies in marketing (Flaherty, Domegan and Anand, 2021), the future of digital marketing and social media, and the importance of sustainable tourism. Digital technology can be used to encourage people to share their tourism stories and experiences (Bassano *et al.*, 2019). In increasing tourism and economic recovery, according to research from (de Amorim *et al.*, 2022), The

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results of his research show that digital communication and social media have an influence. Traditional marketing platforms need to be combined with digital technology to increase the digital presence itself (Kapoor and Kapoor, 2021).

One of them is that consumers are more aware of their need to find information to organize their travel trips independently by using the internet. Another trend in marketing science is the shift towards sustainable tourism, where tourists when traveling will look for products that are environmentally friendly and responsible for protecting the environment. When tourists travel, they look for unique experiences with the authenticity of the places they visit. Consumer behavior and marketing science are always changing and dynamic, it is important for business people if they want to remain competitive, they must follow the trends and changes that occur. Marketing and consumer science is witnessing an evolution related to changes due to advances in new technology and changes in communication by utilizing digital technology.

Trends Changes in consumption and promotion patterns in tourism, focus on online shopping experiences, use of new technology and changes in communication channels by utilizing digital technology. The book also highlights the growing importance of eco-friendly tourism, as more and more tourists become aware of the impact their travel has on the environment. These trends include choosing environmentally friendly transportation, limiting the use of single-use plastics, and choosing environmentally friendly accommodation. (Suryani and Luthfiyyah, 2023), Environmentally friendly tourism is a combination of promotions, advertising, services, behavior and products that do not have a negative impact on the environment. This book provides insight into how marketers can adapt to these trends and develop effective marketing strategies to meet the needs of today's environmentally conscious travelers. Another trend is emerging virtual communities for marketing purposes in the tourism industry (Wang, Yu and Fesenmaier, 2002).

Marketing and Sustainable Tourism

The concept of tourism marketing is more complicated than marketing tourism products (Page and Connell, 2020b). In tourism marketing, it not only provides financial benefits, but provides complex digital marketing benefits and impacts on the environment (Rahmoun, Mbarek, Baeshen, *et al.*, 2021). Sustainable marketing is described by (Jung, Kim and Kim, 2020) as a process where a tourism business needs to meet consumer demand and work hard in sustainable development (including ecology, economics and society in overall production and operations) and building long-term relationships with consumers.

By implementing sustainable tourism practices in promotional activities and tourism management, this will be able to support sustainable tourism. Sustainable tourism methods aim to improve the local economy while reducing negative impacts on the environment and socio-culture. (Perkins, Khoo-Lattimore and Arcodia, 2021), discusses how tourism marketing works together to achieve competitive advantage. (Jamrozy, 2007) provides the opinion that sustainable tourism marketing requires a paradigm shift regarding the priority of economic profits. This shows that the sustainable tourism marketing model integrates tourism into a larger holistic context and focuses on marketing the quality of life of all actors in the system. (Jamrozy, 2007) also discusses the development of alternative marketing approaches and proposes a sustainable marketing framework in the tourism sector. It is concluded that sustainable tourism can provide benefits to the environment and the tourism industry.

In research (Nash and Butler, 1990) explained that the main challenge faced was not promoting alternative tourism, but how to turn traditional tourism into sustainable tourism. (Nash and Butler, 1990) views alternative tourism as “a sustainable resource management practice.

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