

Digital Tourism Communication to Strengthen the Attractiveness of Destinations

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ABSTRACT

Digital transformation presents new opportunities and challenges in the tourism sector. With digital tourism communication, the tourism sector can now leverage digital platforms to improve operational efficiency and expand marketing reach. This study aims to describe digital tourism communication strategy to strengthen the attractiveness of destinations. The research method used in this study is a literature study method. The result of this study is that the government and private sector can enhance the attractiveness of tourist destinations by using digital tourism communication strategies such as creating inspirational content, collaborating with influencers, utilizing advanced technologies such as Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR), and managing online reputation and campaigns on social media to reach a wider audience and encourage tourist engagement.

Keywords: digital tourism communication, digital transformation, social media, virtual reality

INTRODUCTION

Digital tourism communication refers to the strategic use of various digital platforms and technologies to convey information, promote destinations, and engage with travelers. This form of communication

encompasses a wide range of tools, including social media, websites, mobile applications, and email marketing, which collectively facilitate the dissemination of information about tourist attractions, services, and experiences. In the contemporary tourism landscape, the phenomenon of digitalization has significantly transformed how destinations communicate with potential visitors. The integration of technology in tourism has created new opportunities for marketing and customer engagement.

This digital transformation enables tourism entities to innovate continuously, fostering differentiation and reputation within the competitive marketplace, which is vital for exceeding customer expectations and driving growth in the sector (Pumaleque et al., 2021). In this context, the ongoing evolution of these technologies empowers tourism companies to not only streamline operations but also to adapt marketing strategies that are increasingly driven by data insights and consumer trends, ultimately resulting in a more engaging and sustainable tourist experience (Cynthia et al., 2021; Pumaleque et al., 2021).

Recent research highlights the growing importance of digital communication in tourism. Effective communication skills, including written, oral, listening, digital, and non-verbal, are essential for tourism service providers to enhance visitor experiences (Cuic Tankovic et al., 2023). The rise of

social media has revolutionized how travelers seek information and share experiences, with user-generated content (UGC) becoming a crucial source of information for potential tourists (Manap, 2013; Presti & Raj, 2014). However, while popular, social media is not yet considered as credible as traditional sources of travel information (Manap, 2013). The COVID-19 pandemic has accelerated the shift towards digital communication in tourism, transforming it from a convenience to a necessity (Cvetkovski & Cvetkovska-Tomanović, 2021). As the tourism sector adapts to these changes, maintaining a strong online presence and leveraging digital platforms have become critical for engaging potential visitors and staying competitive in the modern tourism landscape.

Social media platforms, websites, and online advertising campaigns enable destinations to showcase their unique offerings through visually appealing content, storytelling techniques, and visitor testimonials. This approach not only increases visibility but also creates compelling narratives that resonate with potential travelers, fostering a sense of connection (Kumar & Barua, 2024). Studies have shown that digital marketing significantly influences tourism promotion and increases visits to destinations (Musliha & Adinugraha, 2022). Popular platforms for disseminating information include Facebook, Twitter, and Instagram (Musliha & Adinugraha, 2022). To leverage these tools effectively, tourism village managers can benefit from workshops on website creation and digital marketing strategies, enhancing their skills in developing engaging content for both websites and social media.

Digital tourism communication serves as a vital solution for building the attractiveness of tourist destinations. emphasize that effective communication is a key factor in the development of tourism destinations, as it can raise awareness and interest among the public regarding specific locations. In an

era where travelers are inundated with choices, clear and engaging communication can help a destination stand out in a crowded market. By providing accurate and appealing information, destinations can influence travelers' perceptions and encourage them to choose their location over others.

In this digital era, communication strategies that utilize information and communication technology have become increasingly important, especially in the context of tourism recovery post-pandemic. The COVID-19 pandemic has accelerated the need for destinations to adapt to changing consumer behaviors and preferences. notes that virtual tourism has emerged as an essential tool for managing data and information, as well as supporting decision-making processes to enhance visitor numbers to tourist destinations. Virtual tours, online events, and interactive content have become integral components of digital tourism communication strategies, allowing destinations to engage with potential visitors even when physical travel is not feasible.

Virtual tourism has emerged as a crucial tool for the recovery and sustainability of the tourism industry during and after the COVID-19 pandemic (Lu et al., 2022). It allows destinations to maintain communication with potential visitors, promote their offerings, and even sell souvenirs online (Lu et al., 2022; Pocinho et al., 2021). Virtual technologies not only provide immersive experiences for stay-at-home entertainment but also serve as effective marketing tools to influence future on-site destination choices (Lu et al., 2022). Additionally, virtual tourism can enhance sustainability by reducing unnecessary travel-related emissions and improving accessibility for elderly and disabled individuals (Lu et al., 2022). To engage customers digitally, tourism businesses are partnering with digital influencers and implementing content marketing strategies (Martins et al., 2021; Pocinho et al., 2021). These approaches are essential for adapting to changing consumer behaviors and

supporting the tourism industry's recovery in the post-pandemic era.

Digital technologies play a crucial role in enhancing tourism experiences and destination marketing. They enable personalized recommendations, real-time information, and interactive engagement, fostering visitor satisfaction and loyalty (Liberato et al., 2018; Sustacha et al., 2023). Destination Marketing Organizations are leveraging Information and Communication Technologies (ICT) to co-create enhanced experiences before, during, and after trips (Agapito & Lacerda, 2014). Smart technologies, particularly those emphasizing informativeness and interactivity, positively impact tourism experiences, although privacy concerns remain a challenge (Sustacha et al., 2023). Digital innovations, including social media, augmented reality, and virtual reality, are being integrated into marketing campaigns to captivate audiences and immerse them in unique travel experiences (Kumar & Barua, 2024). The city of Porto exemplifies a smart tourism destination, utilizing ICT to influence tourists' decisions, experiences, and satisfaction (Liberato et al., 2018). These digital strategies contribute to destination competitiveness and sustainable tourism growth (Kumar & Barua, 2024).

Digital tourism communication plays a crucial role in enhancing the attractiveness of tourist destinations. By leveraging digital technologies, destinations can reach a broader audience, convey relevant information, and create engaging experiences for travelers. This underscores the notion that effective and innovative communication is key to attracting visitors and improving the competitiveness of tourist destinations in the global market. As the tourism landscape continues to evolve, stakeholders must prioritize digital communication strategies to remain relevant and successful in an increasingly digital world. Based on this, this study aims to describe digital tourism communication strategy to strengthen the attractiveness of destinations.

LITERATURE REVIEW

Tourism Communication

Tourism communication is the process of conveying information, ideas, and messages related to tourist destinations to a wide audience, with the aim of influencing tourists' perceptions and decisions. According to Morrison (2013), tourism communication involves various media and strategies to build a positive image and increase the attractiveness of a destination. This communication includes direct marketing, advertising, public relations, and interpersonal communication that occurs at tourist sites. Tourism communication also serves as a tool to promote local culture, history, and uniqueness that distinguishes a destination from others (Guttentag, 2015).

Digital Tourism Communication

With the development of technology, tourism communication has undergone a significant transformation through digitalization. Digital tourism communication refers to the use of digital platforms, such as social media, websites, and mobile applications, to disseminate information about tourist destinations. According to Mariani Marcello M. et al. (2016), digital tourism communication enables more effective interaction between tourism service providers and potential tourists. Platforms such as Instagram, Facebook, and YouTube have become important tools in promoting tourist destinations, with attractive visuals and interactive content capable of reaching a global audience quickly and efficiently. Digital tourism communication also creates opportunities for more segmented marketing and personalization of messages based on tourists' preferences, as expressed by Tussyadiah dan Pesonen (2018). This shows the importance of adapting traditional tourism communication strategies into the digital context to maximize their impact.

Attractiveness of Tourism Destinations

Tourism destination attractiveness refers to the unique elements that make a location attractive to tourists. According to Dolnicar dan Ring (2014), a tourist attraction can be

in the form of natural resources, cultural heritage, infrastructure, and services available in the destination. These elements play a key role in shaping the destination image and influencing tourists' decision to visit. In the digital age, perceptions of tourism attractions are often shaped by information available online. Digital content, such as user reviews, photos and videos, can make or break a destination's appeal. Therefore, effective digital tourism communication should be able to highlight the uniqueness and advantages of a destination's attractions to attract tourists.

Digital Tourism Communication Strategy

The importance of digital tourism communication strategies cannot be ignored in this increasingly connected world. As described by Leung et al. (2015), a good communication strategy should include identifying the target audience, determining key messages, and selecting the right platform. In the context of tourism, this strategy should be able to integrate various elements of digital marketing to build awareness, generate interest, and ultimately drive tourist visits to a particular destination. An effective digital tourism communication strategy should also consider evolving trends and preferences among travelers, such as the need for real-time information, the desire for authentic experiences, and the tendency to share experiences through social media (Sigala, 2018). Communication strategies that are innovative and responsive to these changes will be key in building and maintaining the appeal of tourist destinations in a competitive global market.

METHODS

The research method used in this study is the literature study method, which is a systematic approach to collecting, analyzing, and synthesizing information from various written sources. In the context of this research, the sources used include scientific journals, books, articles, and other sources of information relevant to the topic discussed. Literature studies allow

researchers to gain an in-depth understanding of the development of theory and practice in the field under study, as well as identify gaps or shortcomings in previous research that can be filled through this study. By relying on secondary data, literature studies also allow researchers to explore various perspectives and findings from previous research, which can then be used as a basis for developing new theories or models.

RESULT AND DISCUSSION

Digital Tourism Communication activities that can be used by the government or private sector in tourism include various strategies designed to enhance the attractiveness and promotion of tourist destinations through digital platforms, namely:

1. Inspirational content about travel destinations

Digital Tourism Communication activities are an important strategy that can be used by both the government and the private sector in promoting the tourism sector. One of the main activities is the creation and sharing of inspirational content about tourist destinations. This content can be in the form of images, videos, articles, or visual stories that highlight the natural beauty, culture, cuisine, and unique experiences that tourists can enjoy in various destinations. Through digital platforms such as websites, blogs, and social media, this content can reach a wider audience, attract potential travelers, and motivate them to visit these locations.

In addition, this inspirational content should be designed in such a way that it is able to stir the emotions and imagination of the audience. For example, content that features personal experiences from other travelers or interesting local stories can be appealing. The use of effective storytelling techniques, supported by stunning visuals, can help build a strong and compelling narrative, so that audiences feel emotionally connected to the destination being promoted. This not only helps in raising awareness of the

destination, but can also encourage visitor loyalty and engagement.

2. Visual promotion through social media

Visual promotion through social media is one of the most effective digital tourism communication activities in attracting the attention of potential tourists. Platforms such as Instagram, Facebook, and Pinterest provide space for the government and private sector to share captivating photos and videos of various tourist destinations. With high-quality visuals, such as breathtaking natural scenery, luxurious hotel interiors, or unique moments from travelers' experiences, these promotions are able to pique the interest and imagination of social media users, encouraging them to find out more or even plan a visit.

3. Collaboration with influencers and travel bloggers

Collaboration with tourism influencers is one of the most effective digital tourism communication activities in reaching a wider and more diverse audience. Influencers and travel bloggers have a large following base on social media, who are often very interested in content about travel and tourist destinations. By partnering with influencers, the government and private sector can capitalize on their popularity and credibility to promote travel destinations, lodging, and the various travel experiences on offer. Influencers can create authentic and engaging content, such as lodge reviews, travel vlogs or Instagram posts, that can introduce and reinforce a positive image of the destination in the eyes of their followers.

In addition, collaboration with influencers also adds value through a more personalized and relatable approach. When influencers share their personal experiences of visiting a destination or staying at a hotel, audiences tend to view those reviews as trustworthy recommendations. Stories and experiences shared directly by influencers are often more convincing than traditional

advertising, as followers feel emotionally connected to the content presented. As such, these collaborations not only raise awareness about the destination, but also drive purchase or visit decisions.

4. Virtual Tours and digital Experiences through 360-degree videos

Virtual tours and digital experiences through 360-degree videos are innovations in digital tourism Communications that open up new opportunities for the government and private sector to promote tourist destinations in a more immersive manner. Through these technologies, potential travelers can explore destinations and attractions from the comfort of their homes. The 360-degree video allows them to see the scenery from various angles, as if they were in the place. This provides a more real and immersive experience compared to regular photos or videos. In addition, live streaming of a particular destination can also attract audiences by showcasing the beauty and uniqueness of the place in real-time. 360-degree videos provide an immersive visual experience with a complete panoramic view, but do not provide interaction with digital objects or environments. VR, AR, and MR offer a deeper level of immersion and interaction with the virtual and real worlds, each in different ways.

The use of virtual tours in tourism promotion can also increase the accessibility of destinations to a wider audience, including those who may have limitations to physically travel. With this technology, tourist destinations can reach potential visitors from all over the world, without being hindered by distance or physical conditions. Travelers can experience the atmosphere inside a museum, explore a natural landscape, or even walk in the middle of a bustling city, all through their digital devices. This not only introduces the destination in a new and exciting way, but also helps in fostering interest and desire to visit the place in person in the future.

5. Virtual Tours and Digital Experiences through live streaming

Virtual tours and digital experiences through live streaming are increasingly important innovations in the world of digital tourism. By conducting live virtual tours, governments and the private sector can present tourist destinations in real-time to a global audience. Through this technology, travelers can experience the sights, culture, and attractions of various locations as if they were there themselves. Live streaming enables direct interaction between tour organizers and viewers, who can ask questions and get answers instantly, making the experience more personalized and immersive. In addition, by using 360-degree video technology, travelers can explore destinations from different angles, providing a more immersive and comprehensive experience.

Another advantage of live streaming is its ability to showcase special events or moments live, such as cultural festivals, traditional ceremonies, or art performances at tourist destinations. This not only introduces unique attractions to the audience, but also creates a sense of urgency to participate or visit the location in the future. In addition, augmented reality (AR) applications can be added to enhance interactivity, for example by providing additional information when the audience highlights certain objects on their screen. The combination of virtual tours, live streaming and AR allows for richer, more educational and entertaining storytelling, which in turn can increase travelers' interest in physically visiting the destination.

6. Promotional Video Campaign Through YouTube and Social Media

Promotional video campaigns through YouTube and social media are one of the most effective digital tourism communication activities in attracting the attention of potential tourists. High-quality promotional videos featuring tourist destinations, activities and attractions have the power to arouse the interest and

imagination of the audience. Through stunning visuals and strong narratives, such videos can convey the beauty, uniqueness, and appeal of a destination in a more vivid manner than other media. Platforms such as YouTube, with its global reach, allow these videos to be accessed by audiences around the world, while social media such as Instagram and Facebook facilitate the rapid and viral spread of content, reaching millions of users in a short period of time.

7. Search Engine Promotion

Promotion through search engines is one of the most effective digital Tourism Communication strategies in increasing the online visibility of tourist destinations. Optimizing a company's website for search engines, otherwise known as Search Engine Optimization (SEO), allows relevant and high-quality tourism content to appear in the top positions of search results on Google or other search engines. By using the right and relevant keywords related to tourist destinations, accommodations, activities, and attractions offered, the website can attract more visitors who are looking for information about specific places. This not only increases the number of visits to the website, but also increases the chances of converting visitors into actual travelers.

8. Online reputation management

Online reputation management is an important aspect of digital Tourism Communication that governments and the private sector in the tourism industry should pay attention to. In today's digital era, reviews, comments, and questions from travelers published on online platforms such as review sites, social media, and travel forums have a significant impact on public perception and the decisions of potential travelers. Therefore, closely monitoring what is being said about a destination or travel service, as well as responding quickly and professionally, is essential to maintaining a positive reputation of a tourism company or destination. With proper management, a good reputation can

strengthen the brand image and attract more visitors.

9. Experiential Approach

An experiential approach in digital tourism communications is becoming increasingly important in attracting the interest and trust of potential travelers. By building marketing campaigns that focus on real traveler experiences, governments and the private sector can present an authentic picture of what visitors can expect. Highlighting customer success stories, testimonials, and positive reviews provides strong social proof that the destination or travel service actually provides a satisfying experience. Potential travelers tend to trust recommendations from others who have experienced first-hand, so these testimonials and reviews become an important element in influencing their decisions.

Experiential marketing campaigns can also build an emotional connection with audiences. By relaying personal stories from travelers who have visited the destination, such as how they were impressed by the local culture, connected with nature, or found a life-changing adventure, governments and the private sector can create an inspiring and compelling narrative. The use of visual media, such as videos and photos, that showcase special moments from travelers' experiences can also help instill a desire to visit the destination. By showing happy faces and beautiful moments, these campaigns can instill a sense of enthusiasm and desire for similar experiences.

10. Interactive content and online contests

Interactive content and online contests are effective digital Tourism Communication strategies to increase traveler engagement as well as expand the brand reach of tourism companies. By creating engaging online quizzes, polls or contests, governments and the private sector can capture audience attention in a fun and engaging way. Quizzes and polls that invite users to explore a destination or determine their travel preferences not only provide

entertainment, but also allow companies to collect valuable data on travelers' interests and needs. This content often goes viral, especially if accompanied by competitive elements or attractive prizes, which can significantly increase brand exposure.

In addition, online contests that involve users in content creation, such as travel photo or video competitions, can generate authentic and diverse user-generated content (UGC). Travelers who participate in these contests indirectly become brand ambassadors, sharing their experiences with their personal networks on social media. This not only strengthens the relationship between travelers and brands, but also creates a deeper emotional bond, as they feel included and valued. The content generated from these contests can be reused by the company for further promotions, providing a strong visual testimonial of the traveler's experience.

11. Use of Virtual Reality (VR) technology

The use of Virtual Reality (VR) technology in digital tourism communication provides a highly immersive and interactive experience for potential tourists. By developing VR-based applications, governments and the private sector can create virtual tours that allow users to explore destinations and tourist attractions as if they were physically there. Through VR headsets, users can experience 360-degree views, observe details of the surrounding environment, and interact with immersive virtual elements. This technology offers a very realistic and comprehensive picture of the destination, helping potential travelers to experience the beauty and appeal of a place before they decide to visit it in person.

VR-based experiences can also be used to showcase attractions that are difficult to access or not yet fully developed. For example, virtual tours can take users to distant locations or historical sites that are under restoration, giving them the opportunity to explore and learn more about these places. In addition, VR can be used to

show different activities that can be done in a destination, such as hiking in the mountains or exploring coral reefs, in an engaging and informative way. This not only increases the interest and enthusiasm of potential travelers but also helps them make more informed decisions regarding their trip.

12. Use of Augmented Reality (AR) technology

The use of Augmented Reality (AR) technology in digital tourism communication offers an innovative way to enrich the tourist experience by adding digital elements into their physical environment. By developing AR-based applications, governments and the private sector can create interactive and informative experiences for visitors. For example, AR apps can provide additional information about attractions when users point their mobile devices at specific locations, such as interactive maps, historical facts, or tour guides. This allows travelers to gain deeper context and useful information as they explore the destination.

AR can also be used to enhance the experience at tourist sites with additional features that are not directly visible. For example, AR applications can display virtual elements such as voice guides or animations that explain the history or cultural significance of a place when users view it through their devices. In addition, AR can create a fun gaming experience by integrating location-based games or challenges, such as searching for clues or participating in quizzes related to local attractions. This not only makes the visit more interesting but also encourages visitors to engage more with the surroundings.

13. Use of Mixed Reality (MR) technology

The use of Mixed Reality (MR) technology in digital tourism communications opens up a new dimension in interactive and immersive tourism experiences. MR combines elements from Virtual Reality (VR) and Augmented Reality (AR) to create

experiences that seamlessly bring together the real and virtual worlds. By developing MR-based applications, governments and the private sector can offer virtual tours that allow tourists to interact with digital elements integrated directly within their physical environment. For example, tourists can use MR headsets or mobile devices to view additional information about historical sites or tourist attractions while they are at the location, or even interact with virtual objects that complement and enrich their experience in the real world.

MR technology can be used to create more immersive and personalized experiences by adapting digital content according to the context of the physical environment. For example, MR applications can provide dynamic tour guides, customizing information based on the user's location and their individual preferences. This can include historical explanations, cultural information, or even simulated activities such as virtual tours that display how the place was used in the past or potential changes in the future. With the ability to present relevant and contextual content, MR provides significant added value to travelers and increases their engagement with the destination.

Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) offer different digital experiences in their own ways. VR creates a fully virtual environment that is completely separate from the real world, using a VR headset that masks the user's view and allows them to interact with the digital world immersively. In VR, users are completely disconnected from their physical environment, exploring a completely invented fantasy world or training simulation. In contrast, AR combines digital elements with the real world, adding layers of information or virtual objects that are visible through devices such as smartphones or tablets. With AR, users remain connected to their physical environment, while digital elements integrate to provide additional

information or an interactive experience, such as in a game or navigation app.

Mixed Reality (MR) combines elements from VR and AR, creating an experience where digital and real-world objects interact with each other in real time. With MR, users can see and interact with virtual objects that adjust and function in the context of their physical world. MR devices, such as Microsoft HoloLens, enable more complex integration, where digital objects can interact with the real environment in a dynamic way. This offers great potential in a wide range of applications, from industrial training that integrates simulations with real equipment to interior design that enables the placement and arrangement of virtual objects in physical spaces, creating a more integrated and interactive experience.

14. Building a communication network by utilizing Groups or Channels on instant messaging media

Building communication networks and networks by utilizing groups or channels on instant messaging media is an increasingly popular digital Tourism Communication strategy to reach and interact with audiences directly and personally. By utilizing instant messaging platforms such as WhatsApp, Telegram, or Line, governments and the private sector can build communities or communication channels that facilitate information exchange, promotion, and customer support in a more intimate and responsive way. These groups or channels can be used to provide the latest updates on destinations, offer information related to events and promotions, and answer travelers' questions in real-time. The existence of these communication channels allows for faster and more direct interaction, increasing traveler engagement and satisfaction.

In addition, groups or channels on instant messaging media can also serve as platforms to build communities around destinations or travel services. Through these forums, travelers can share experiences, tips, and recommendations

with fellow members, creating a sense of community and loyalty to a particular brand or destination. It can also open up opportunities to get direct feedback from travelers, which is useful for improving the services and experiences offered. In addition, the discussions and information sharing between members can enrich knowledge about the destination and create a positive buzz around the tourist spot.

15. Cooperate with online-based travel agent companies or traveling apps

Partnering with online travel agent companies or traveling apps is a highly effective digital Tourism Communication strategy to increase the visibility and attractiveness of tourism destinations. Companies such as Traveloka, Tiket.com, Agoda, or Airbnb have extensive platforms and a wide range of features that allow the government or private sector to disseminate information on tourist destinations, accommodation, and exciting activities to a global audience. This collaboration not only expands the reach of promotions but also leverages existing digital infrastructure to reach potential travelers in a more targeted and efficient way.

Through this partnership, various forms of promotions and special offers can be presented simultaneously. For example, tourist destinations can hold joint marketing campaigns, where apps like Traveloka offer exclusive travel packages or special discounts for certain destinations. This campaign not only increases the exposure of the destination but also provides an attractive incentive for travelers to choose the destination. With the support of travel apps, promotions can be tailored to user preferences based on data collected by the platform, making marketing messages more relevant and personalized.

CONCLUSION

The government and private sector have various options to enhance the attractiveness and promotion of tourist destinations through digital Tourism Communication activities. One of the main approaches is to

create and disseminate inspirational content that showcases the beauty and uniqueness of tourist destinations. This content, whether in the form of articles, videos, images or visual stories, can be shared through various digital platforms such as social media, websites and blogs, thus reaching a wider audience. Visual promotion through social media, supported by effective storytelling techniques, can arouse the emotions and interest of potential tourists to explore the destination.

In addition, collaboration with influencers and travel bloggers is also a very effective strategy. Influencers and travel bloggers have a large and loyal following base, which can be a potential target market for destination promotion. Through content generated by influencers, such as reviews, travel videos and photos, audiences can see real-life experiences and get recommendations directly from sources they trust. Other techniques that are gaining popularity are virtual tours and digital experiences using technologies such as 360-degree videos and live streaming, which give potential travelers a realistic picture of what the destination has to offer before they decide to visit.

The government and private sector can utilize advanced technologies such as Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) to create a more immersive and interactive experience for users. These technologies allow travelers to experience the destination virtually, as if they were in the location. This experiential approach can be reinforced with promotional video campaigns through YouTube and social media, as well as search engine optimization (SEO) to ensure that tourist content is easily found by potential tourists. Online reputation management and the creation of interactive content and online contests can encourage audience engagement, while building communication networks through groups or channels on instant messaging media can help maintain a close relationship with the tourism community.

SUGGESTIONS

The government and private sector should first build a dedicated team that is competent in creative content creation and has an in-depth understanding of the latest digital technology to ensure that this digital tourism communication strategy can run well. This team should have the ability to not only produce high-quality content but also understand social media algorithms and the latest digital trends to ensure the content can reach the right audience.

In addition, it is important for the government and private sector to establish strategic partnerships with reputable influencers and travel bloggers with relevant audiences to their target markets. These collaborations should be supported by clear agreements on expectations, targets and success metrics, and complemented by consistent and sustainable campaigns to maintain promotional momentum. Governments and the private sector need to invest in the right infrastructure and training to maximize the use of technologies such as VR, AR, and MR. They should ensure that these technologies are easily accessible and usable by potential tourists, and continue to collect and analyze user data to improve the quality and effectiveness of the digital experiences offered. The integration of SEO strategies and online reputation management should also be a priority, with a focus on proactively monitoring and responding to traveler feedback and reviews to maintain and enhance the tourism destination's image in the public eye.

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