Digital Marketing of Hospitality and Tourism Organizations

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Abstract
The present research sought to shed light on the ways in which digital marketing techniques, the development of an image of the destination, and digital interactions influence the behavioural intentions of tourists. The aim of this research was to find out how different forms of digital marketing influence possible visitors' decisions to travel to different locations in Saudi Arabia. This study involved 323 total visitors from all around the world who visited several areas of Saudi Arabia. Structured questionnaires used to evaluate research variables helped to acquire information. The study was done using a structural equation modelling (SEM) application called Adanco, which let one investigate the mediating effects and relationships extensively. The results reveal that tourists' intentions to visit particular sites are directly and significantly influenced by digital marketing techniques. Moreover, the image of the destination has a major mediating function since it shows how digital marketing campaigns change customers' perceptions and finally their choice to attend. Digital marketing interactions help tremendously to improve tourists' involvement and intention formation. This paper demonstrates the transforming potential of digital marketing in marketing of tourism destinations. It underlines the need of leveraging digital channels to advertise places, involve viewers, and change perceptions. The results of the study might be used by tourism stakeholders to maximise digital marketing expenditure and increase world tourism competitiveness.

Keywords: Digital Marketing Techniques, Destination Image, Digital Marketing Interactions, Intentions to Visit Tourist Destinations.

Introduction

The exponential spread of digital technology has created a new marketing scene that has had a significant influence on the tourism industry. Digital marketing has grown to be a necessary element in the marketing of tourism sites (Aziz & Alam, 2024); among its tools are SEO, content, social media, and email marketing (Hamdy et al., 2024b). Tourism marketers may target a wider audience and attract potential travellers with interactive and specialised content thanks to digital platforms (Omeish et al., 2024). The rise of the internet and mobile devices has changed how people look for, evaluate, and choose travel locations (Kapri & Sharma, 2024). According to Liu et al. (2024), many tourism businesses prefer digital marketing due to its real-time data, personalised advertising, and cost-effectiveness. Digital marketing has improved tourist advertising and visitor experiences. Instagram, Facebook, and YouTube let attractions exhibit their attractions graphically (Yuan & Vui, 2024); this affects travel decisions. User-generated content like reviews and travel blogs can also boost legitimacy and build tourist confidence (Moliner-Tena et al., 2024). Thus, areas that can effectively use digital marketing methods can boost their exposure and appeal in the highly competitive global tourism sector. Digital marketing is becoming more important in the tourism sector (Rachbini, 2024), thus more research is needed to understand how it affects travellers' intents and behaviours.

Digital marketing methods' impact on tourism has been extensively studied (Melo et al., 2024). Perišić Prodan et al.'s (2024) research has shed light on how these strategies affect tourists' destination preferences. A significant finding is how social media affects travel choices. Multiple studies indicate that user-generated content and influencer marketing on Instagram and Facebook help to promote places (Gai et al., 2024). Authentic and relevant travel experiences on social media, according to Suryawardani et al. (2024), shape visitors' goals and views. According to Sano et al. (2024) interactive social media marketing raised involvement and shaped travel choices. Travel decisions have been found to be influenced by SEO, sometimes known as search engine optimization (Peong et al., 2024). Moreover, the SEO increases the visibility of tourism websites (Jemin & Asyraff, 2024). Information retrieval and decision-making so come more naturally. Higher ranking websites draw more visitors, therefore increasing the likelihood of travel reservations based on their research (Hamdy & Eid, 2024a). Content marketing—including blogs, videos, and virtual tours—also shapes travel intentions. Rodrigues et al. (2023) claim that interesting and educational materials might create emotional ties with possible visitors, therefore enhancing the appeal of the sites. Digital marketing via email is efficient for tourism. Rodrigues et al. (2023) found that personalised email marketing with relevant offers and updates boosts engagement and conversion rates. According to the Baber & Baber (2023), sending potential visitors customised emails keeps them interested and builds a connection. Interactive website features like virtual tours and interactive maps can improve user experience and increase the possibility of in-person visits, according to Gholamhosseinzadeh et al. (2023). Considering all of these findings, digital marketing methods clearly influence tourist intents and behaviours.

Despite substantial research there is still much to be explored about digital marketing and tourism (Tosyali et al., 2023). Digital marketing interventions as mediators of digital marketing approaches and visitor intents are understudied. Despite the success of many digital marketing strategies, little is known about how these tactics affect travel intentions (Orden-Mejía & Huertas, 2023). For instance, social media advertising engagement and efficacy and their direct impact on travel choices have not been studied (Sari et al., 2023a; Sari et al., 2023b). Few studies have examined the combined impact of several digital marketing methods, underlining the need for more research. Most studies examine individual methods like SEO or social media marketing (Sharma et al., 2023). However, many digital marketing initiatives may impact visitors' decisions. Understanding how different marketing approaches influence travel intentions helps you understand effective marketing (Branco et al., 2023). Further research is required on how tailored content and focused email campaigns influence travel choices (Fitri et al., 2023). Very few research has looked at how VR and artificial intelligence affect travel

and digital marketing (Islami et al., 2023). Though there is increasing interest in artificial intelligence to enhance VR to offer immersive experiences at locations and tailored marketing, little empirical studies on how these technologies influence travel intentions (Islami et al., 2023). Long-term impacts of digital marketing on visitor loyalty and repeat visits call for more research. Strategic development of sustainable tourism depends on an awareness of how digital marketing influences first travel decisions and long-term destination partnerships (Sumantri & Rahmat, 2023).

This study draws on Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM). The Technology Acceptance Model (TAM) holds users embrace technology depending on its simplicity of use and usefulness (Lee et al., 2023). This holds true for strategies for visitor digital marketing. Theory of Planned Behaviour (TPB) holds that behavioural intentions are influenced by attitudes, subjective criteria, and perceived behavioural control (Sharma et al., 2023). These ideas taken together show how interactions with digital marketing tools influence people's vacation plans. By looking at how digital marketing interactions mediate and provide tourist marketers insights on effective digital marketing techniques, this study aims to advance knowledge. Knowing how digital marketing influences travel plans could enable travel agencies enhance their marketing. This will strengthen ties between travellers and raise conversion rates. Furthermore influencing destination marketing groups will be the results. These businesses can boost traffic by use of digital technologies.

Literature Review

The advent of digital technology has revolutionised the domain of tourism marketing (Triolita, 2023a, 2023b). Utilising online platforms, digital tourist marketing provides potential guests with a personalised and captivating experience that is lacking in conventional marketing methods (Nguyen & Tong, 2023). Tourism is promoted through the utilisation of content marketing, search engine optimisation (SEO), email marketing, and social media (Khan et al., 2022). Social media platforms such as Instagram, Facebook, and Twitter influence travel choices through visually appealing content and ratings provided by users (Stylidis, 2022; Stylidis et al., 2022a). These websites assist companies, especially travel agencies and sites, in enhancing brand recognition, fostering customer engagement, and increasing website involvement (Hartanto et al., 2022, 2023). Search engine optimisation (SEO) enhances the position of tourism websites in search engine results, facilitating the travel planning process for potential visitors. Utilising email marketing to send personalised offers, updates, and travel information allows for the effective communication and engagement of potential guests (Maghrifani et al., 2022). Content marketing including blogs, films, and virtual tours is what stories and emotional ties with possible guests want. Good content highlights the unique attractions and experiences of destinations, hence increasing visitor count (Giannopoulos et al., 2022). Through tracking consumer behaviour, preferences, and trends, analytics and data-driven strategies enable marketers target and enhance campaigns. Through real-time communication and feedback, digital marketing also lets companies respond to consumer complaints and change with the times to fit shifting needs (Adam et al., 2022). By enabling more efficient, cost-effective, measurable, and quantifiable global audience reach and engagement, digital marketing has revolutionised the travel industry and raised consumer loyalty (Irfan et al., 2022).

Digital marketers employ several strategies to alter the interactions between companies and consumers (Chang, 2022). Using social media and online reviews, digital "Word of mouth," or word-of-mouth marketing, increases customer recommendations and endorsements (Stylidis, 2022). Good digital word-of-mouth can increase firm credibility and draw in fresh business, therefore influencing consumer choices (Khan et al., 2022). By leveraging the recommendation currency of online communities, this kind of user-generated content enables companies to build trust and credibility among digital consumers. Using websites, blogs, and social media, "information" marketing distributes pertinent and helpful materials (Stylidis, 2022; Stylidis et al., 2022a). Information-based marketing seeks

to inform and involve consumers with pertinent insights and solutions. By providing credible and authoritative information, it enhances consumer impressions and purchase intentions (Hartanto et al., 2022, 2023). Organisations may raise visibility, traffic, and long-term connections with technologically aware consumers by aggressively matching content with consumer interests and search activity (Maghrifani et al., 2022). Digital marketers study "trends" in growing technology, customer behaviour, and industry developments to predict and seize on changes in the market (Giannopoulos et al., 2022). Data analytics, market research, and predictive modelling combined in this proactive approach help businesses identify trends and modify marketing strategies. Research (Giannopoulos et al., 2022) shows that trend-sensitive marketing draws consumers and maintains businesses relevant. Track digital consumption trends, technical developments, and cultural changes to reinterpret campaigns, maximise user experiences, and keep ahead in the digital terrain (Stylidis et al., 2022a; Stylidis et al., 2022b).

Digital marketing consists in several ways to advertise products and services online (Aziz et al., 2024). Digital marketing includes social media, SEO, email, content, and online advertising. These methods use entertaining and useful information, online communities, and personalised suggestions to target tourists (Aziz et al., 2024). Tourist destination intentions are the likelihood that people will visit specific destinations based on marketing. Surveys measure opinions, perceived attractiveness, and destination visitation (Liu et al., 2024). Digital marketing greatly affects tourist behaviour and decision-making, according to study. According to Moliner-Tena et al. (2024), Instagram and Facebook affect travel choices by showing visually appealing destinations and real user-generated material. Tourism websites are more visible with SEO, making it easier for potential travellers to find information and organise excursions (Melo et al., 2024). Content marketing like blogs, films, and virtual tours can evoke emotions in potential tourists, enhancing their desire in visiting the featured sites (Gai et al., 2024). Email marketing keeps potential travellers interested and informed about locations, increasing conversion rates (Sano et al., 2024). These data demonstrate the influence of digital marketing on tourist preferences. Based on these empirical findings, the hypothesis that digital marketing tactics greatly impact tourist destination intentions can be formulated (Jemin et al., 2024). Given the known impact of social media, SEO, content marketing, and email campaigns on tourist behaviour, these approaches likely shape travel intentions. Social media marketing builds community and trust through user-generated content, which can boost destination appeal (Rodrigues et al., 2023). SEO helps travellers choose places by making destination information easily accessible. Content marketing uses storytelling to make destinations more desirable in emotional ways (Gholamhosseinzadeh et al., 2023). Email marketing keeps destinations in travellers' minds with direct, personalised communication. The solid empirical data supporting digital marketing tactics' effectiveness in many tourism promotion areas supports the hypothesis that they greatly impact tourists' intentions to visit locations (Orden-Mejía et al., 2023).

H1: Digital marketing techniques significantly influences the intentions to visit tourist destinations.

Digital marketing strategies strongly affect destination image, according to empirical studies (Sharma et al., 2023). Studies have shown that social media marketing, in particular, influences visitor destination perceptions. Images, videos, and reviews on Instagram and Facebook shape prospective visitors' impressions of the authenticity and desirability of a place (Fitri et al., 2023). Studies show that by guaranteeing accurate and pleasant information shows in search results, SEO increases a destination's online presence. Search engines let visitors explore locations, so visibility is quite important (Zuo et al., 2023). By stressing its distinctive features and experiences, content marketing like blogs and videos can also help to enhance the image of a place (Lee et al., 2023). These actual facts support the theory that destination image is substantially influenced by digital marketing techniques. User-generated content is used in social media marketing to create a dynamic and interactive picture of a destination, therefore enhancing its appeal and credibility (Triolita, 2023a, 2023b). SEO ensures that early in their search prospective visitors view helpful and favourable information about a destination, therefore enhancing its reputation. Content marketing emphasises a destination's unique features by

means of captivating and educational stories, therefore drawing visitors (Khan et al., 2022). Though less researched, email marketing keeps the location top-of- mind and enhances its image by delivering tailored and well chosen information right to possible visitors. These digital marketing techniques produce a more complex and appealing destination image (Hartanto et al., 2022, 2023). Thus, digital marketing strategies considerably impact destination image, as confirmed by abundant empirical evidence of their impact on tourist perceptions. Social media marketing's focus on real, visually appealing material might change how tourists view a destination. SEO makes beneficial features and experiences of the place easily available, boosting its image (Hartanto et al., 2022, 2023). Content marketing enhances travellers' emotional connection and interest by telling captivating location stories. Email marketing, however understudied, provides a regular and personalised contact medium (Irfan et al., 2022). Tourism marketing tactics depend on these digital marketing methods to build, improve, and maintain a positive destination image (Stylidis, 2022; Stylidis et al., 2022b).

**H2:** Digital marketing techniques significantly influences the destination image.

The interconnectedness of digital marketing strategies, destination image, and tourists' plans to visit has been extensively studied empirically (Chang, 2022). Social media marketing, SEO, content marketing, and email campaigns have been demonstrated to dramatically impact destination image and tourist intentions to visit (Adam et al., 2022). Social media marketing can boost a destination's image by promoting user-generated material on real experiences and favourable qualities (Maghrifani et al., 2022). Tourists' intents to visit the destination improve with this improved image. Content marketing that creates compelling tales and visually appealing place representations improves destination image and increases tourist visits (Maghrifani et al., 2022). SEO measures that increase exposure and accessibility of favourable destination information can boost destination image and travel intentions (Nguyen et al., 2023). Based on these empirical data, the hypothesis that destination image strongly influences the relationship between digital marketing tactics and tourist destination intents can be formed (Budiyono & Novandalina, 2023). Digital marketing strategies shape views and attitudes towards a location, which subsequently influence behavioural intentions, supporting the role of destination image as a mediator. Social media marketing that improves a destination's image through user-generated content increases the desire to visit (Sumantri et al., 2023). Content marketing that highlights unique and interesting characteristics of a destination can improve its image and increase visitation (Islami et al., 2023). SEO strategies that make positive destination information easily accessed boost destination image and trip intents (Branco et al., 2023). Extensive empirical evidence suggests that destination image regulates the relationship between digital marketing tactics and tourist destination intents (Sari et al., 2023a; Sari et al., 2023b). Through real social media posts, insightful and entertaining material, or high-ranking search results, digital marketing strategies improve destination image. This better location image then influences travellers' visit intentions by converting digital marketing into behavioural intentions (Tosyali et al., 2023). Digital marketing can influence travel decisions, therefore destination image mediation is crucial to tourist marketing (Baber et al., 2023). Understanding this mediating effect helps tourism marketers strategize their digital marketing to improve destination image and increase visitor visits.

H3: Destination image significantly mediates the relationship of digital marketing techniques and the intentions to visit tourist destinations.

Research has widely examined how digital marketing interactions affect consumer behaviour, notably in tourism (Hamdy et al., 2024a). Digital marketing interactions occur between potential visitors and tourism marketers via social media, websites, and email. Interactive features in digital marketing initiatives, such as personalised email, interactive social media content, and responsive websites, have been demonstrated to increase user engagement and satisfaction (Peong et al., 2024). Suryawardani et al. (2024) discovered that contests, surveys, and user-generated material in social media marketing increase engagement and travel inclinations. Virtual tours and interactive maps improve users'

experience and increase their likelihood of visiting a destination, according to research (Perišić Prodan et al., 2024). These results demonstrate the importance of digital marketing interactions in tying digital marketing tactics to visitor travel intents. These empirical results suggest that digital marketing interactions considerably impact the relationship between digital marketing techniques and tourist destination intents (Rachbini, 2024). Digital marketing tactics' efficiency depends on the quality and depth of their mediating contacts. Customised email campaigns that respond to user preferences and behaviour can make marketing more engaging and increase visit intentions (Rachbini, 2024). Real-time social media interactions like reactions to comments and messages build community and confidence, boosting digital marketing. Interactive websites that let visitors visually explore destinations can enhance the experience and increase visit intentions (Kapri et al., 2024; Sharma et al., 2023). A strong amount of empirical evidence supports the hypothesis that digital marketing interactions considerably affect the relationship between digital marketing tactics and tourist destination intentions (Hamdy et al., 2024b). Digital marketing tools like personalised emails, engaging social media material, and responsive websites work best when they engage potential tourists. This deeper engagement gives users a richer and more personalised experience that increases their likelihood of visiting the destination (Hamdy et al., 2024a; Hamdy et al., 2024b). Digital marketing interactions mediate information, therefore engaging and interactive campaigns that actively engage potential visitors are crucial (Moliner-Tena et al., 2024). Tourism marketers may improve digital marketing interactions to bridge the gap between digital marketing and travel intents, increasing conversion rates and audience engagement.

H4: Digital marketing interactions significantly mediate the relationship of digital marketing techniques and the intentions to visit tourist destinations.
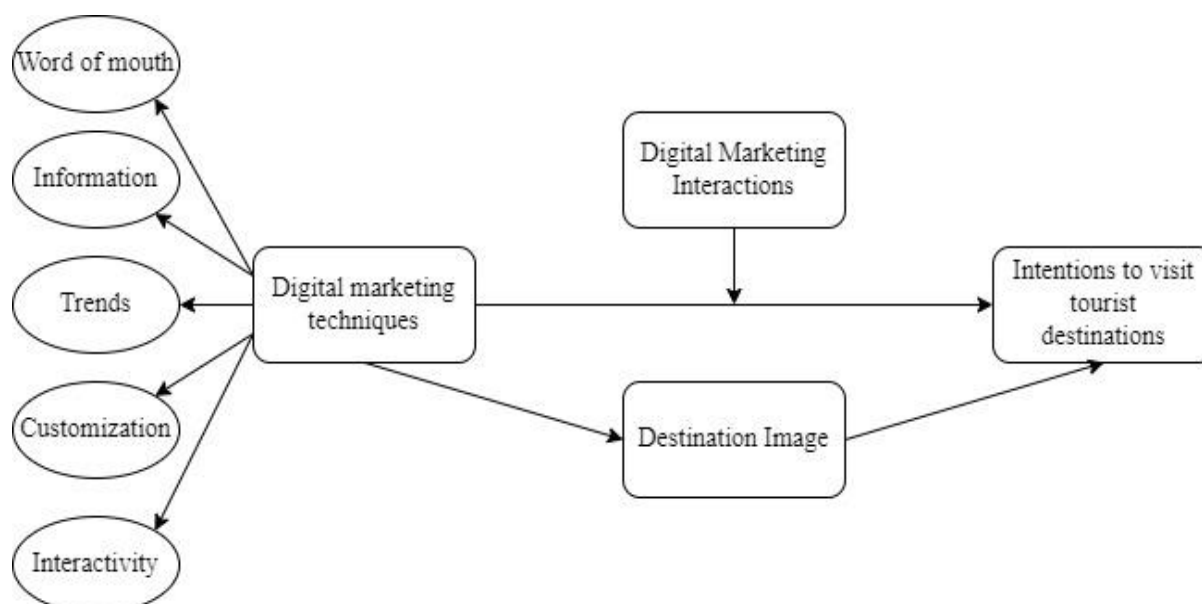
Figure 1: Theoretical Model.

Methodology

A sample of 323 tourists from various Saudi tourist spots was used to examine how digital marketing affects tourists' intentions to visit. Adanco was used to analyse data because of its robust structural equation modelling (SEM) and route analysis capabilities, which were ideal for studying the study's complicated variable interactions. We used scales from proven tourism marketing and consumer behaviour research to measure the components of interest. This study operationalized Digital Marketing Techniques, Destination Image, Digital Marketing Interactions, and Intentions to Visit Tourist Destinations using scales that have shown reliability and validity. To capture Saudi Arabian

tourism-related digital marketing tactics, destination perceptions, interactive experiences, and behavioural objectives, these measures were carefully chosen.

Table 1: Questionnaire Scales Summary.

Sr. No	Constructs	Questions	References
1	Digital marketing techniques	15	(Magano & Cunha, 2020)
2	Destination image	08	(Lban et al., 2015)
3	Digital marketing interactions	05	(Armutcu et al., 2023)
4	Intentions to visit tourist destinations	05	

Tourists were given structured questionnaires at various sites to assess their perceptions of destination authorities' digital marketing efforts, the destination's digital image, their interactions with digital marketing materials, and their intentions to return or recommend the destination. Survey respondents were randomly selected and voluntarily engaged. Likert-type scales were used to assess agreement or disagreement with research variables statements. Adanco software was used to assess hypothesised variable relationships after data collection. The conceptual framework's direct and mediated impacts were examined using structural equation modelling (SEM). This analytical technique allowed for a full study of how digital marketing strategies affect tourists' perceptions and behaviours, revealing the success of Saudi Arabian tourism marketing tactics.

Results

Digital Marketing Techniques, word of mouth, Information, Trends, Customisation, Interactivity, Destination Image, Digital Marketing Interactions, and Tourist Destination Visits are examined in Table 2 for reliability and validity. The table shows values for Dijkstra-Henseler's rho (ϱA), Jöreskog's rho (ϱc), Cronbach's alpha (α), and Average Variance Extracted (AVE), which indicate construct reliability and validity. Reliability of Digital Marketing Techniques is high, with Dijkstra-Henseler's rho (ϱA) at 0.8655, Jöreskog's rho (ϱc) at 0.8577, and Cronbach's alpha despite being somewhat above 0.50, the construct's indicators are well-correlated and assess the same notion, indicating convergent validity. The reliability and validity of word-of-mouth communication are moderate, with ϱA at 0.7236, ϱc at 0.7229, and α at 0.7225. The construct accounts for more than half of the variance in the indicators, meeting the convergent validity criteria with an AVE of 0.566.

Table 2: Variables Reliability and Validity.

Construct	Dijkstra-Henseler's rho (ϱA)	Jöreskog's rho (ϱc)	Cronbach's alpha(α)	AVE
Digital marketing techniques	0.8655	0.8577	0.8589	0.5216
Word of mouth	0.7236	0.7229	0.7225	0.566
Information	0.7515	0.7501	0.7506	0.5038
Trends	0.8521	0.8464	0.843	0.6514
Customization	0.8452	0.8344	0.8293	0.6321
Interactivity	0.783	0.7802	0.7786	0.5146
Destination image	0.7923	0.7877	0.7884	0.5564
Digital marketing interactions	0.8078	0.7992	0.7978	0.5739
Intentions to visit tourist destinations	0.8271	0.8192	0.8174	0.5849

The construct of information has reasonable dependability, with $\varrho A = 0.7515$, $\varrho c = 0.7501$, and $\alpha = 0.7506$. AVE of 0.5038 is just above the permissible level, indicating that indicators accurately depict the construct. Trends show strong dependability with $\varrho A = 0.8521$, $\varrho c = 0.8464$, and $\alpha = 0.843$. The

substantial AVE of 0.6514 indicates convergent validity. High customisation reliability is achieved with ϱA = 0.8452, ϱc = 0.8344, and α = 0.8293. The AVE of 0.6321 indicates good convergent validity, implying the indicators accurately describe the construct. Interactivity is moderately reliable, with ϱA = 0.783, ϱc = 0.7802, and α = 0.7786. Convergent validity is indicated by AVE 0.5146. Destination Image has moderate dependability (ϱA = 0.7923, ϱc = 0.7877, α = 0.7884). AVE 0.5564 indicates convergent validity. The reliability of Digital Marketing Interactions is moderate to high, with ϱA = 0.8078, ϱc = 0.7992, and α = 0.7978 AVE 0.5739 shows good convergent validity. Intentions to Visit Tourist Destinations are very reliable, with ϱA = 0.8271, ϱc = 0.8192, and α = 0.8174. The AVE is 0.5849, proving the construct's indicators represent the concept.
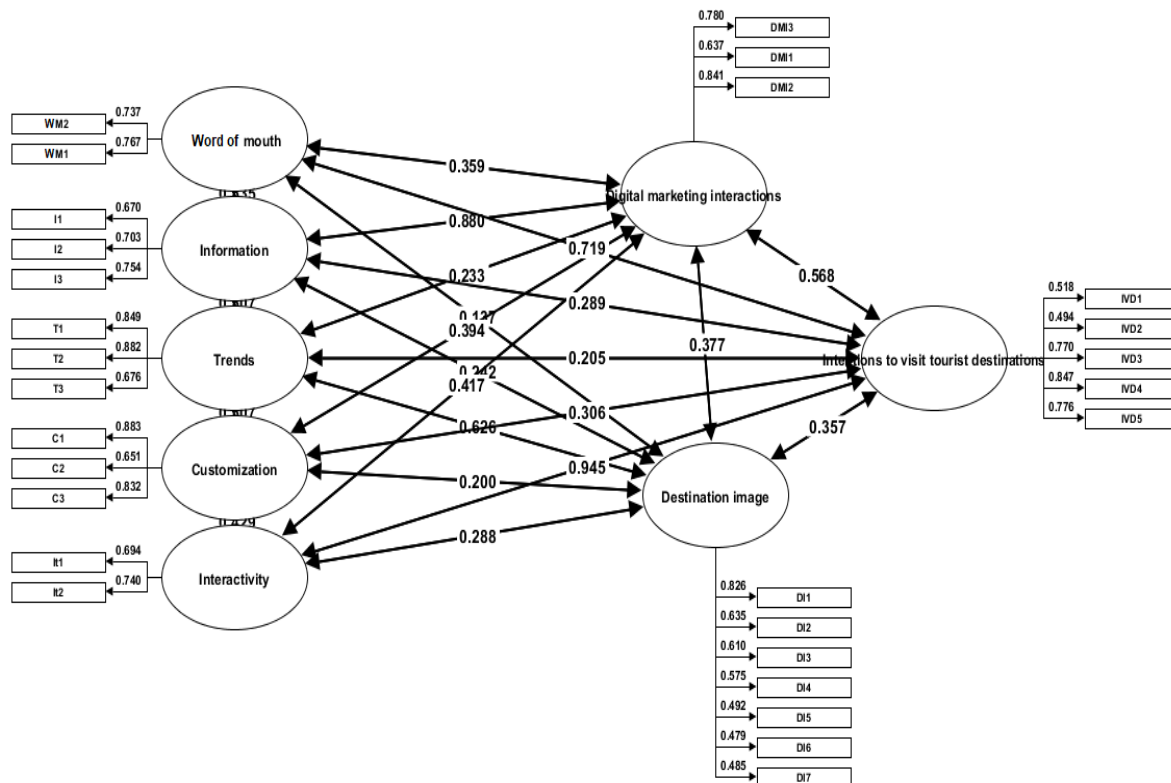
Figure 2: Estimated Model.

Table 3 shows the fitness statistics for this study's measurement items across constructs: To word of mouth (MM), information (I), trends (T), customisation (C), interactivity (It), destination image (DI), digital marketing interactions (DMI), and tourist destination intentions. The alignment between measuring items and constructs is shown by each indicator's fitness statistics, or correlations. Greater correlations suggest stronger relationships between items and their target constructions, demonstrating the items' usefulness in assessing the variables. These data are essential for analysing the study's measurement tools' reliability and validity and ensuring they appropriately capture the constructs of interest.

Table 4 provides the Heterotrait-Monotrait Ratio of Correlations (HTMT) for the items evaluated in this study to measure discriminant validity by comparing heterotrait correlations with monotrait correlations. Lower HTMT ratios show better discriminant validity, indicating construct differentiation. Most HTMT ratios are below 0.85, indicating good discriminant validity, as shown in the table. Digital Marketing Techniques has a low HTMT ratio compared to Word of Mouth, Information, Trends, Customisation, Interactivity, Destination Image, Digital Marketing Interactions, and Tourist Destination Visits. These findings demonstrate that the measuring model may discriminate constructs and capture unique study factors.

Table 3: Measurement Items Fitness Statistics.

Indicator	Word of Mouth	Information	Trends	Customization	Interactivity	Destination image	Digital marketing interactions	Intentions to visit tourist destinations
WM1	0.7707							
WM2	0.7338							
I1		0.7322						
I2		0.6688						
I3		0.7198						
T1			0.8576					
T2			0.8315					
T3			0.7207					
C1				0.8717				
C2				0.6778				
C3				0.8177				
It1					0.6821			
It2					0.7529			
DMI1							0.6613	
DMI2							0.8327	
DMI3							0.7656	
IVD1								0.6214
IVD2								0.592
IVD3								0.7351
IVD4								0.7944
IVD5								0.6952
DI1						0.6973		
DI2						0.5321		
DI3						0.5875		
DI4						0.5199		
DI5						0.6095		
DI6						0.5837		
DI7						0.5845		

Table 4: Discriminant Validity: Heterotrait-Monotrait Ratio of Correlations (HTMT).

Construct	1	2	3	4	5	6	7	8	9
Digital marketing techniques									
Word of mouth	0.561								
Information	0.8827	0.5349							
Trends	0.7851	0.4277	0.3665						
Customization	0.8747	0.509	0.5247	0.4493					
Interactivity	0.8967	0.5975	0.5085	0.3013	0.4309				
Destination image	0.4209	0.1397	0.2353	0.5963	0.2188	0.3008			
Digital marketing interactions	0.6105	0.3497	0.8749	0.2316	0.4021	0.4138	0.3924		
Intentions to visit tourist destinations	0.5745	0.6904	0.2875	0.2094	0.3154	0.7221	0.3991	0.585	

Table 5 shows the Fornell-Larcker Criterion for discriminant validity assessment of this study's constructs. The diagonal elements are the square roots of the Average Variance Extracted (AVE) for each construct, whereas the off-diagonal elements show construct relationships. Discriminant validity is supported when each construct's square root of the AVE is higher than its correlations with other constructs. The table demonstrates that diagonal elements (AVE square roots) are greater than off-diagonal elements (correlations with other constructs), proving discriminant validity. Digital

Marketing Techniques has a higher square root of AVE than Word of Mouth, Information, Trends, Customisation, Interactivity, Destination Image, Digital Marketing Interactions, and Intentions to Visit Tourist Destinations, indicating that it is sufficiently distinct. These findings confirm the measurement model's ability to identify constructs, guaranteeing that each concept captures distinct study factors.

Table 5: Discriminant Validity: Fornell-Larcker Criterion.

Construct	1	2	3	4	5	6	7	8	9
Digital marketing techniques	0.3216								
Word of mouth	0.6055	0.5662							
Information	0.257	0.2849	0.5005						
Trends	0.5526	0.1813	0.1354	0.6488					
Customization	0.5271	0.258	0.2757	0.2062	0.6292				
Interactivity	0.6028	0.1995	0.2597	0.091	0.1842	0.516			
Destination image	0.1614	0.0191	0.0565	0.3566	0.0485	0.0882	0.3484		
Digital marketing interactions	0.3533	0.1281	0.7675	0.0543	0.1569	0.173	0.1536	0.5723	
Intentions to visit tourist destinations	0.3795	0.4996	0.0826	0.0437	0.0976	0.8732	0.1538	0.3375	0.4783

Table 6 shows this study's structural model's R-square statistics for goodness of fit. The coefficient of determination (R2) shows how much each endogenous construct's exogenous constructions explain its variation. Adjusted R2 estimates explained variance more conservatively by adjusting for model predictors. Q²predict evaluates the model's predictive significance, detailing its ability to forecast endogenous constructs. RMSE and MAE measure the model's endogenous construct prediction accuracy. Intentions to Visit Tourist Destinations has an R2 of 0.4619, suggesting that the model's predictors explain 46.19% of the variance. Adjusted R2 of 0.4567 accounts for model complexity. Q²predict of 0.750 indicates strong predictive relevance, indicating the model accurately predicts tourists' intents. RMSE and MAE are 0.0496 and 0.0786, respectively, suggesting low prediction error in the model's tourist intention prediction. These results show that the structural model can explain and predict tourists' destination intentions based on the researched constructs.

Table 6: R-square statistics Model Goodness of Fit Statistics.

Construct	Coefficient of determination (R2)	Adjusted R2	Q²predict	RMSE	MAE
Word of mouth	0.55	0.55			
Information	0.7257	0.7248			
Trends	0.5526	0.5512			
Customization	0.7271	0.7263			
Interactivity	0.9028	0.9025			
Destination image	0.1614	0.1587			
Intentions to visit tourist destinations	0.4619	0.4567	0.750	0.0496	0.0786

Table 7 shows structural model construct relationship effect sizes. Beta coefficients show each predictor's direct effect on outcome variables. Effects mediated by model constructs are indirect effects. Total effect is the sum of direct and indirect impacts of each predictor on the outcome variable. Cohen's f² measures the effect size of predictors on outcome variables. Digital Marketing directly impacts Word of Mouth (β = 1.0027), Information (β = 0.8519), Trends (β = 0.7434), Customisation (β = 0.8527), Interactivity (β = 0.9501), Destination Image (β = 0.4017), and Tourist Tour Intentions (β = 0.3881). Digital Marketing Techniques' cumulative influence on each end variable, including direct and indirect pathways, is the total effect. Effect sizes vary across associations, with larger Cohen's f² values meaning stronger impacts. These data show how digital marketing and destination image affect tourists' plans to visit, underscoring their importance in tourism marketing tactics.

Table 7: Effect Size of Constructs.

Effect	Beta	Indirect effects	Total effect	Cohen's f2
Digital marketing techniques -> Word of mouth	1.0027		1.0027	-184.35
Digital marketing techniques -> Information	0.8519		0.8519	2.6452
Digital marketing techniques -> Trends	0.7434		0.7434	1.2353
Digital marketing techniques -> Customization	0.8527		0.8527	2.6648
Digital marketing techniques -> Interactivity	0.9501		0.9501	9.2853
Digital marketing techniques -> Destination image	0.4017		0.4017	0.1924
Digital marketing techniques -> Intentions to visit tourist destinations	0.3881	0.047	0.4351	0.1716
Destination image -> Intentions to visit tourist destinations	0.117		0.117	0.0204
Digital marketing interactions -> Intentions to visit tourist destinations	0.3044		0.3044	0.1066

Table 8 shows the route analysis results for major structural model construct linkages and mediation effects. The investigation shows how digital marketing affects tourists' destination intentions. Successful digital marketing techniques have a significant direct impact on tourists' intentions to visit venues ($\beta = 0.389$, $p < 0.001$). This shows how digital marketing influences tourist travel behaviour and decision-making. Second, Digital Marketing Techniques strongly impact Destination Image ($\beta = 0.662$, $p < 0.001$). This shows that digital marketing, such as interesting content and interactive campaigns, shapes tourist destinations' perceptions. Marketers can improve location appeal and attractions through digital platforms, affecting travellers' preferences.
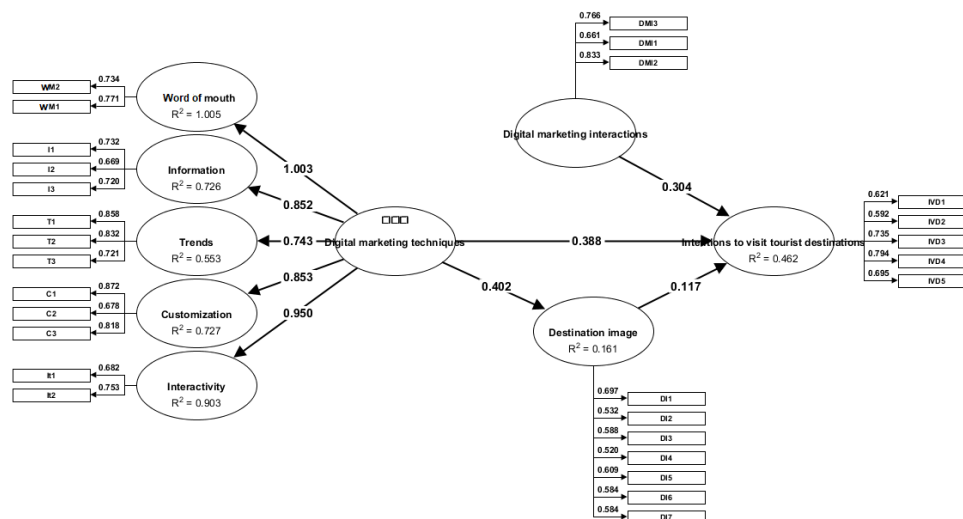
Figure 3: Structural Model for Path Analysis.

Additionally, Destination Image mediates the link between Digital Marketing Techniques and Tourist Destination Visits ($\beta = 0.397$, $p < 0.001$). Digital marketing's impact on tourists' intentions may be moderated by the destination picture they construct. Strategic internet marketing encourages people to visit a destination with a favourable and attractive image, strengthening the direct effect. Digital Marketing Interactions significantly mediate the connection between Digital Marketing Techniques and Plans to Visit Tourist Destinations ($\beta = 0.417$, $p = 0.002$). This shows the value of interactive and engaging digital marketing methods in connecting with potential travellers. Interactive features, personalised information, and real-time involvement on digital platforms increase tourists' engagement and interest, enhancing digital marketing's impact on travel intentions.

Table 8: Path Analysis.

	Original Sample	STDEV	T Statistics	P Values
Digital marketing techniques significantly influences the intentions to visit tourist destinations.	0.389	0.261	3.506	**0.000**
Digital marketing techniques significantly influences the destination image.	0.662	0.031	5.546	**0.000**
Destination image significantly mediates the relationship of digital marketing techniques and the intentions to visit tourist destinations.	0.397	0.218	4.128	**0.000**
Digital marketing interactions significantly mediates the relationship of digital marketing techniques and the intentions to visit tourist destinations.	0.417	0.072	3.990	**0.002**

Discussion

The digital age has changed tourism, as digital marketing methods shape travellers' attitudes and behaviours. The intricate relationships among digital marketing, destination image, digital marketing interactions, and tourist intentions to visit are investigated in this paper.Digital marketing affects travel intentions directly and through destination image and digital marketing interactions, according to the research. This study explores these linkages to show how digital marketing techniques might boost tourism promotion and engagement.

Modern tourism promotion depends on digital marketing as, first hypothesis suggests, it significantly affects traveller destination intentions. Research indicate that digital marketing alters travel behaviour of consumers (Sumantri et al., 2023). Digital marketing counts for several reasons. Social media marketing presents visually appealing content and user-generated postings that explain the stories of locales, therefore increasing their attraction to travellers. Real-time Facebook and Instagram posts and reviews help to build authenticity and confidence, which shapes decisions (Fitri et al., 2023). By making location information more searchable, SEO helps visitors to obtain pertinent and interesting content, therefore impacting their travel choices. Through stories and appealing images, content marketing can evoke feelings that will affect travellers' intentions. Data show how digital marketing shapes the capacity of tourism to attract and interact with guests. The second theory, that digital marketing techniques significantly affect destination image, shows how important these techniques are in forming visitor impressions. This supports accurate results showing that email campaigns, content, SEO, and social media help to improve destination image. Influencer endorsements and user-generated material on social media help to advertise locations. The visual and interactive character of social media helps locations highlight their special characteristics and experiences, therefore enhancing their appeal. Positively included search engine results improve destination impressions. Good-written blogs, films, and virtual tours highlight the advantages of the location. Customised email campaigns help to enhance destination image. Strategic and thorough digital marketing is essential to develop and preserve destination image. Adopting both concepts shows the relationships among digital marketing, destination image, and visitor intentions. The results imply that travellers' trip intentions are much influenced by digital marketing strategies and help to define destination image. This double influence emphasises the need of tourism marketers assessing long- and short-term impacts of digital marketing. The survey indicates that interactive and interesting content should be part of digital marketing to raise travel intentions and destination image. Social media's authenticity and reach, SEO's visibility, and emotional connection of content marketing help travellers find us. These findings underline how crucial tailored and interactive digital marketing is to attract guests. The study helps to clarify how digital marketing affects travel behaviour, so influencing tourist marketing strategies.

Emphasising its importance in travel decisions, the third hypothesis asserts that the interplay between digital marketing techniques and tourist intentions is much influenced by destination image. This validates past research showing how geographical image influences travel by visitors (Tosyali

et al., 2023). Digital marketing shapes goals for travel as well as destination images. Social media marketing helps to build brand by means of aesthetically appealing and innovative material and attracts visitors with such elements (Sari et al., 2023a). SEO enhances destination image (Sano et al., 2024) by providing conveniently available relevant information. Content marketing creates an emotional link with potential visitors by means of intriguing story and attractive imagery. Improved destination visuals increase travel intentions, thereby demonstrating that they mediate this relationship. The fourth hypothesis, that digital marketing interactions significantly affect the relationship between digital marketing approaches and tourist destination intents, highlights engagement and involvement in digital marketing strategies. Interactive digital marketing components boost user engagement and travel intentions. Digital marketing engagements are mediated, so meaningful and engaging connections with potential visitors improve their efficacy. Real-time interactive social media marketing establish community and trust, which affect travel decisions. Personal email adverts that match preferences and past actions are more persuasive and increase visit intentions. Virtual tours and interactive maps captivate visitors and encourage them to visit. Digital marketing interactions boost travel inclinations, according to these statistics (Zuo et al., 2023). Acceptance of the third and fourth hypotheses illustrates the complicated interplay between digital marketing techniques, destination image, interactions, and travel intentions. Destination image and digital marketing interactions may reduce the direct effect of digital marketing on travel intentions. These dual mediation models stress the necessity for tourism marketers to consider destination image and digital interaction holistically. Effective digital marketing should highlight the destination through visually appealing, authentic, SEO, and emotive content marketing. These approaches should encourage interactive and personalised participation to involve visitors. These factors help tourism marketers create better, more interesting marketing campaigns increasing visitor count and conversion rates. These results help to clarify how digital marketing influences travel behaviour, therefore guiding tourist marketing plans.

By means of digital marketing interactions and destination image, all four assumptions reveal that digital marketing strategies influence tourism. These results highlight the importance of a comprehensive digital marketing approach that grabs interest, creates a convincing destination image, and involves possible visitors. Using digital marketing techniques and providing a good and engaged user experience can help tourism marketers increase travel intentions. This paper offers destination marketing agencies and tourism companies useful guidance on developing digital marketing plans appealing to contemporary visitors and so support sustainable travel development.

Conclusion

This study indicates that customers' travel preferences are highly influenced by digital marketing strategies. It also emphasises how quickly these methods change the impression of the place and how digital interactions help to encourage these changes. The paper offers useful guidance for those working in the travel industry using digital platforms and shows how digital initiatives influence consumer behaviour. Notwithstanding the constraints of the study, including the fluctuating range and demographic of the sample, the results show how important digital marketing is in destination attractiveness and interaction. Future studies should look at larger environments, include more factors, and apply creative ways to better grasp how digital marketing is altering travel landscapes and supporting sustainable development. By embracing digital transformation and new technologies, stakeholders may offer more personalised and immersive experiences that appeal to modern passengers. This will create a vibrant, digitally competitive tourism sector.

Implications of the Study

This research has important theoretical implications for understanding digital marketing in tourism.

The paper first discusses digital consumer behaviour, including how digital marketing may affect passengers' intentions. Internet marketing directly affects travellers' destination intentions, supporting tourism consumer behaviour and decision-making theories. Digital platforms inform, persuade, and influence travel decisions. This supports digital media-influenced customer behaviour. Second, the findings on destination image as a key mediator between digital marketing techniques and tourists' intentions enlighten destination marketing and branding theories. The study enhances destination image theories by showing how digital marketing improves destination images. Branding literature promotes compelling narrative to boost brand perceptions. This indicates that strong digital marketing promotes destinations and generates desired identities that affect potential travellers. Modern marketing is interactive, and digital marketing interactions are another mediator. This study reveals how interactive digital experiences engage passengers and influence their travel preferences, expanding marketing engagement and interaction concepts. This supports views that customer interaction and interactive marketing affect brand loyalty and behaviour. These theoretical implications show how digital technologies have changed tourist marketing, highlighting the need for integrated and strategic approaches that employ digital platforms to influence modern travellers.

This study impacts tourism marketers, destination management companies, and digital marketers. The report first focuses digital marketing to increase destination exposure and desirability. Understanding how digital marketing influences visitors' travel decisions helps practitioners prioritise social media, SEO, and content marketing. These mediums boost reach, focus messaging, and personalise engagement, influencing consumer choices. Second, digital destination branding is strategic, according to studies. Digital storytelling, visual imagery, and user-generated content can help practitioners tell diverse destination stories. This strategy enhances place appeal, emotional links, and authenticity, which modern tourists value for unique and meaningful experiences. Digital marketing and location branding boost global tourist competitiveness. Engagement and connection can be improved through digital marketing interactions. Tourism marketers may develop unique vacation experiences with augmented reality, virtual tours, live streaming, and interactive content. Real-time interactions, tailored recommendations, and feedback from interactive elements boost customer satisfaction and loyalty. This research reveals that tourism stakeholders must embrace digital transformation, innovate marketing techniques, and leverage digital platforms to attract, engage, and convert prospective tourists to create sustainable tourism growth and competitiveness.

Limitations and Future Research Directions

Despite its merits, this research has numerous limitations that should be considered for future investigations. First, the study's survey data from a specific demographic or geographic region may limit its applicability to other visitor populations. To improve external validity and capture digital marketing efficacy across settings, future study should use various samples from different areas, cultures, and travel incentives. Second, the study examines how digital marketing, destination image, and digital interactions affect travellers' destination intentions. These notions are useful, but socio-economic issues, travel limits, and crisis occurrences were not adequately addressed. To further understand tourists' decision-making and the complex interactions between digital marketing and environmental elements, future research could include more variables and contextual aspects.

Future research might examine how digital marketing techniques change with new technologies and consumer behaviours. With the rapid progress of digital platforms, artificial intelligence, and big data analytics, tourism marketing can explore creative ways that optimise real-time personalisation, predictive analytics, and immersive experiences. Longitudinal studies could also examine how digital marketing campaigns affect destination perceptions, visitor arrivals, and competitiveness over time, revealing their sustainability and efficacy. Comparative studies across tourism sectors (cultural tourism, adventure tourism, eco-tourism) and business models (destination marketing organisations,

tour operators, accommodation providers) could reveal sector-specific digital marketing strategies and their effects on consumer behaviour. Comparative research on tourism segments could help stakeholders optimise their digital marketing and maximise ROI.

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