



INNOVATIVE METHODS OF MANAGING MARKETING STRATEGIES IN TOURISM COMPANIES

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Abstract

This article analyses the impact of modern innovative approaches on the process of managing marketing strategies within tourism companies. As traditional marketing methods gradually lose their relevance due to the rapid pace of digitisation, the industry has begun to extensively adopt new technologies, including digital platforms, automated systems, artificial intelligence-driven marketing analytics, and tools enabling the personalisation of customer interactions. The study provides an in-depth examination of digital marketing strategies, such as Big Data-driven decision-making, content marketing, brand development through social networks, the enhancement of tourist experiences via AR/VR technologies, and the improvement of service reliability through blockchain. Furthermore, the article evaluates the technological and economic constraints encountered during the implementation of innovative marketing in tourism firms and proposes solutions for achieving sustainable digital transformation within the context of developing nations.

Keywords: Digital transformation, smart tourism, artificial intelligence (AI), digitisation, Big Data, CRM, innovative tourism, digital marketing.

Introduction

The rapid development of digital technologies is bringing about profound structural changes in the tourism sector, transforming it into one of the most innovative branches of the global economy. According to data from international tourism organisations,



74 per cent of tourists in 2023 utilised digital platforms to plan their journeys, while the share of online booking services rose from 44 per cent in 2015 to 68 per cent in 2024 [1]. These figures indicate that the dependence of tourism on information and communication technologies is intensifying annually (Figure 1). Analysis reveals that global smartphone penetration has reached 85 per cent, the market volume for online hotel bookings exceeded \$700 billion in 2024, and artificial intelligence-based services are projected to generate \$30 billion in value within tourism services by 2025 [2]. All these factors are compelling tourism companies to fundamentally rethink traditional management approaches.

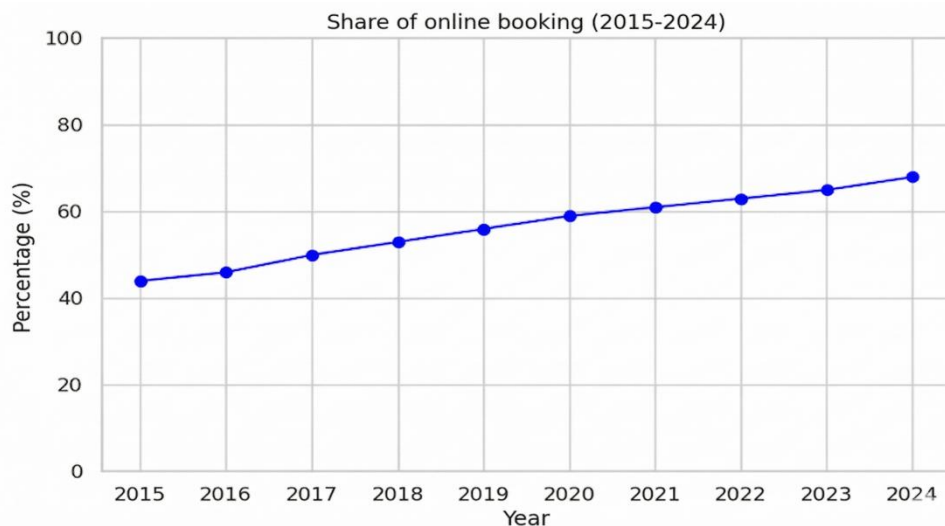


Figure 1. Share of online bookings

Social networks have also become a primary marketing tool: according to 2023 reports, 65 per cent of travel-related decisions were shaped under the influence of platforms such as Instagram, YouTube, and TikTok [3]. Furthermore, it has been observed that the revenue of tourism enterprises utilising Customer Relationship Management (CRM) systems increased by an average of 25–30 per cent [4]. The market impact of Big Data analytics services is also significant: tourism companies using large-scale data have achieved up to 60 per cent higher accuracy in identifying customer needs [5].

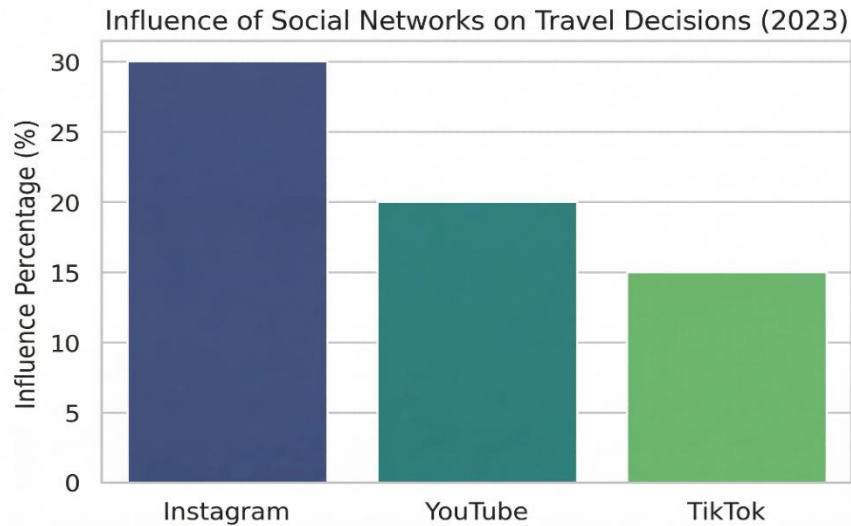


Figure 2. Influence of social networks on travel decisions (2023)

Digitisation processes are also accelerating automation within the sector. For instance, the implementation of self-service kiosks in hotels has reduced labour costs by 15–20 per cent, while processing enquiries via chatbots has shortened customer service response times by an average of 40 per cent (Figure 3). Such results indicate that the introduction of digital technologies is significantly enhancing the operational efficiency of the tourism industry. Consequently, the digitisation process in tourism is not merely a temporary trend but a strategic transformation shaping new management mechanisms, manifesting as a profound reform that necessitates innovative approaches.

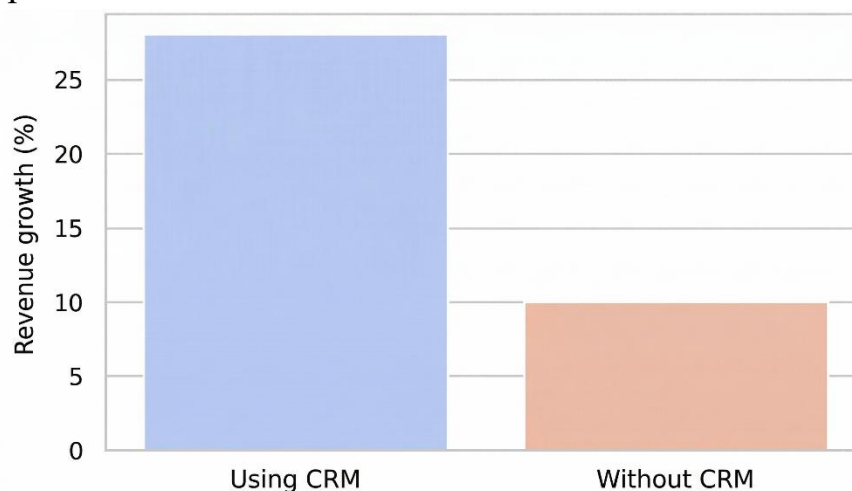


Figure 3. Impact of CRM systems on revenue



The Main Part

One of the most significant changes in tourism management during the digital era is the evolution of Customer Relationship Management (CRM) systems. Traditional CRM systems were typically limited to recording customer data and preferences. Today, however, digital CRM platforms based on artificial intelligence and machine learning can analyse customer behaviour in real-time, establish personalised communication, predict potential preferences, and formulate individual offer packages [4]. For example, major tourism platforms such as Booking.com or Airbnb utilise recommendation algorithms that automatically adapt to user behaviour, which helps increase customer satisfaction levels and conversion rates.

Automation is emerging as a vital tool for modernising tourism organisations (Figure 4). From the automatic processing of booking enquiries via chatbots to streamlining back-office functions—such as invoice preparation, inventory control, and gathering customer feedback using Robotic Process Automation (RPA)—it assists in optimising the workforce. According to 2022 research, tourism companies that implemented automation saw an average increase in employee productivity of 20–25% and a 30% reduction in human error [3].

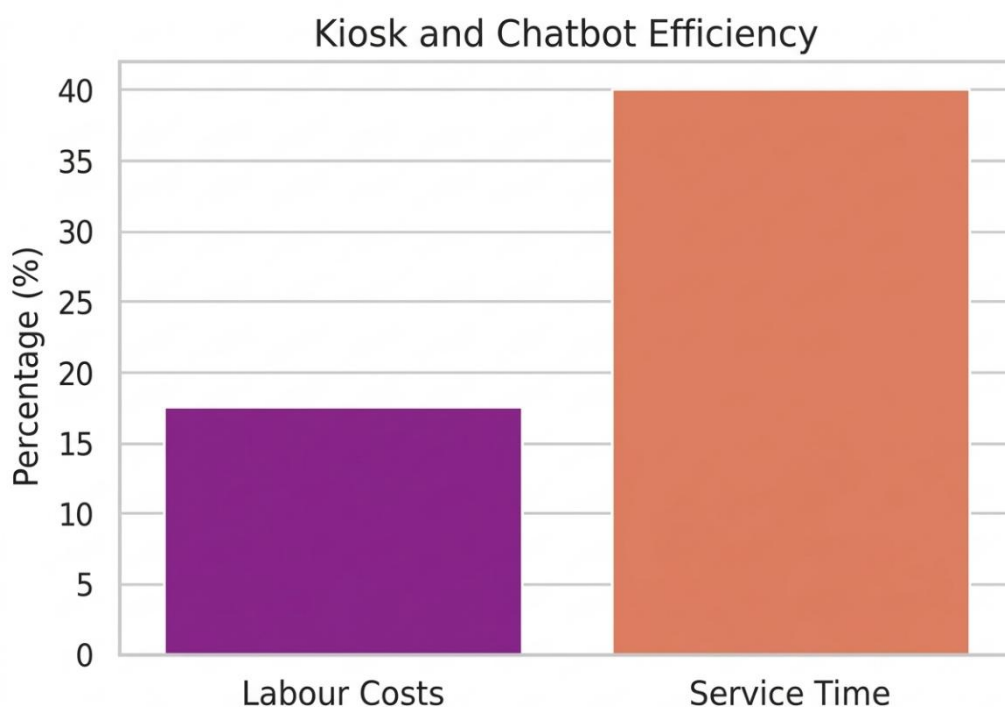


Figure 4. Efficiency analysis



A significant transformation has also occurred in the field of digital marketing. Traditional brochures and agency advertisements have been replaced by content marketing on platforms such as Instagram, YouTube, and TikTok, as well as influencer collaborations and user reviews. Research indicates that marketing campaigns conducted through social networks increase the speed of tourist decision-making by 40–50%, and online conversion rates improve by an average of 15% [4]. Innovative managers optimise marketing strategies in real-time using tools such as Google Analytics, Meta Ads Manager, and artificial intelligence-based sentiment analysis.

Data has become a new strategic resource in tourism management. Smart tourism organisations analyse Big Data by collecting information through mobile applications, IoT devices, geolocation services, and customer feedback. This data allows for forecasting tourist demand, efficient resource allocation, dynamic pricing, and even the assessment of environmental impacts. For example, tourism management authorities in cities like Singapore and Amsterdam monitor tourist density through dedicated data dashboards to prevent over-tourism, thereby increasing the efficiency of urban facilities and transport systems [5].

Blockchain technology is also being increasingly utilised within the tourism sector. Its decentralised and transparent nature enables secure transactions, reliable identity verification, and the automation of bookings, cancellations, and insurance claims through smart contracts. Tourism startups are achieving effective results using blockchain to reduce booking fraud, verify the reliability of hotel reviews, and simplify cross-border payments [6].

Augmented Reality (AR) and Virtual Reality (VR) technologies serve to enhance the tourist experience before the journey begins (Figure 5). Virtual tours allow tourists to preview hotels, museums, and cultural heritage sites, enabling them to make informed decisions. AR guides, smart glasses, and mobile applications provide real-time information during the trip, making the experience interactive and engaging [7].

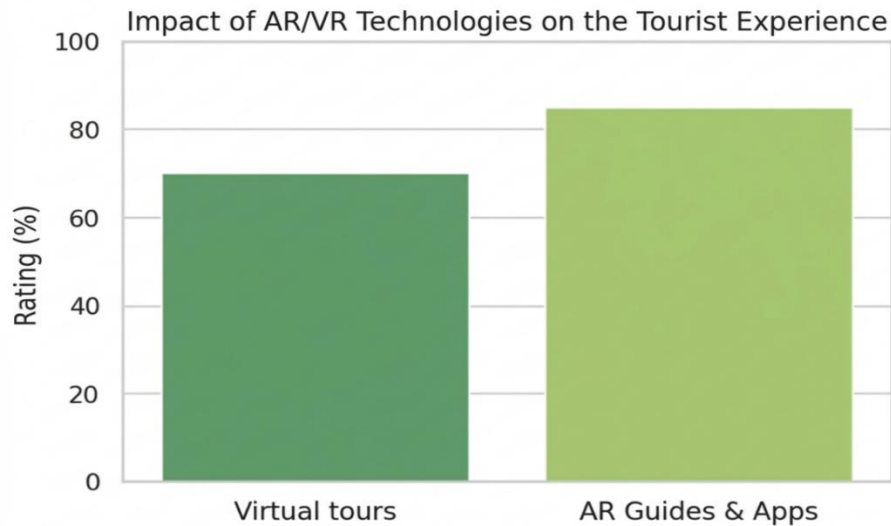


Figure 5. Analysis of the impact of AR\VR on tourists

Nevertheless, the implementation of digital solutions in developing countries is fraught with several challenges. Inadequate digital infrastructure, a shortage of skilled personnel, resistance to change, and cybersecurity concerns tend to decelerate this process. Small and medium-sized tourism enterprises often lack the capacity to integrate new technologies (Figure 6). Therefore, governments and tourism ministries must take active measures to enhance digital literacy, incentivise innovative projects, and establish robust IT infrastructure within tourist regions [8].

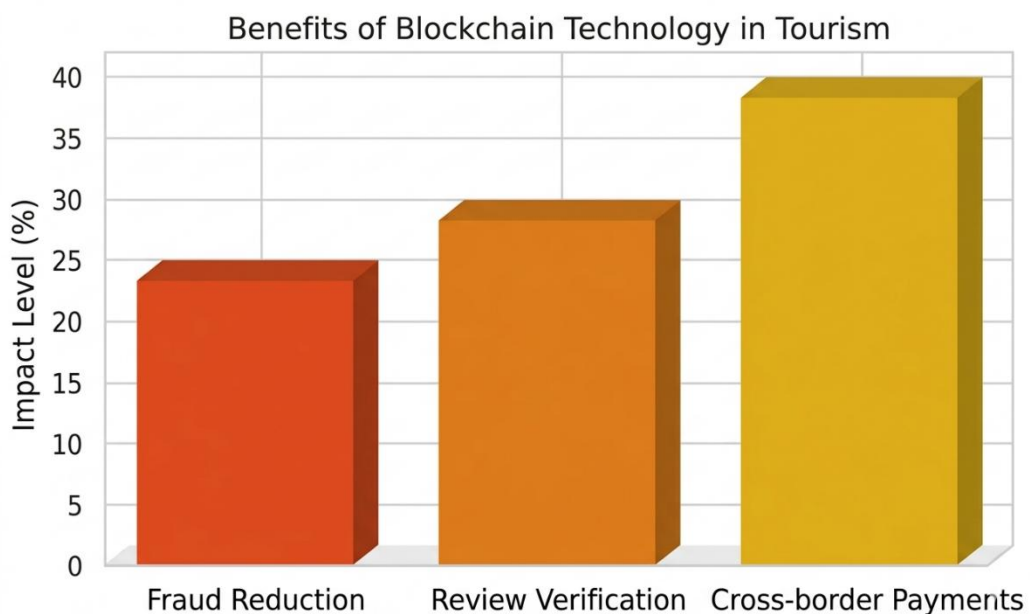


Figure 6. Analysis of the benefits of blockchain for tourism



Consequently, governments and tourism ministries must take active measures to enhance digital literacy, incentivise innovative projects, and establish robust IT infrastructure within tourist regions [8].

Furthermore, when implementing digital transformation in the tourism sector, it is essential to consider ethical issues such as data privacy, surveillance, and algorithmic bias. As tourism organisations collect increasingly detailed personal data, ensuring transparency and complying with international regulations, such as GDPR, is vital. Tourists must be confident that their personal information is used in a responsible and secure manner [9].

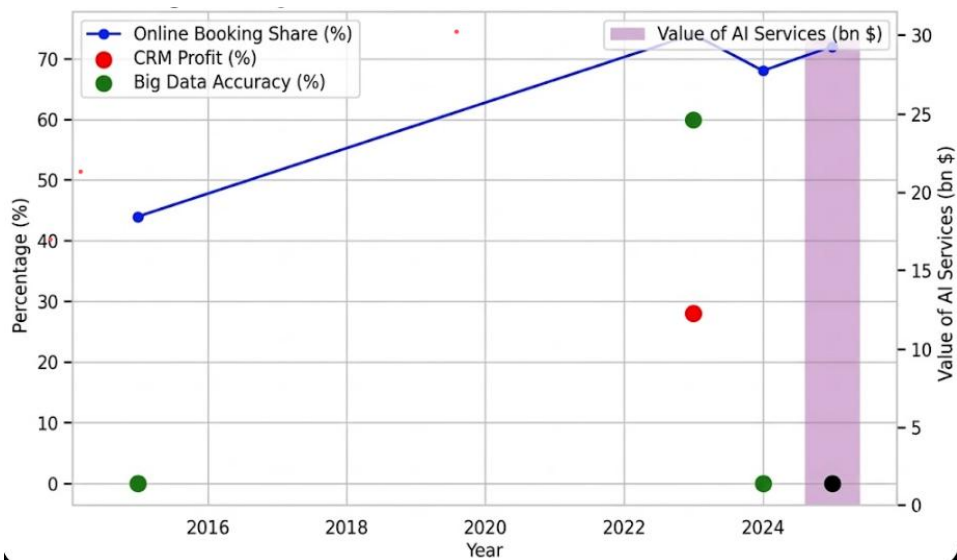


Figure 7. Statistics on digital transformation in tourism.

The transition to "Smart Tourism" management must be gradual, inclusive, and sustainable. Training programmes designed for tourism managers, collaborations with technology companies, and support from international donors will assist in accelerating digital transformation. At the same time, it is essential to adapt digital strategies to the cultural context, tourist expectations, and business potential. For instance, while the application of AR (Augmented Reality) technologies might be effective in high-tech urban centres, mobile applications and WhatsApp-based booking systems could prove more efficient in rural and ecotourism areas (Figure 7).



Conclusion

In conclusion, digitization manifests not as a threat but as an opportunity. It serves to make tourism smarter, more efficient, and more resilient. Innovative management approaches must be flexible, human-centric, and data-driven. By embracing this transformation, tourism organisations can create new values, reach a wider audience, and contribute to sustainable economic development in the digital age.

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