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Tourism Marketing, Communication & Education: Digital Marketing, Social Media & Influencer Strategy

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Abstract

The tourism sector has experienced a major revolution due to the fast uptake of digital marketing, social networking sites, and influencer marketing techniques. The digital tools have also transformed tourism marketing communication in a great way because they allow interactive communication, personalised message, and global coverage. This paper will analyse the impact of digital marketing, social media and use of influencers as tools of marketing tourism destinations and tourism education. Through social media, tourists can share their experiences, impact their decisions on destination, and shape destination image, and influencer marketing creates trust and authenticity in potential travellers. In addition, digital communication channels are helpful in teaching tourism by fostering cultural awareness, sustainable tourism practices and responsible travelling behaviour. The paper illuminates the role played by adopting digital marketing strategies in enhancing destination awareness, tourist interaction and education communication within the tourism industry. The results can imply that implementing digital marketing and influencer-driven communication is a key to sustainable development and competitive position in the tourism sphere.

Keywords: Tourism Marketing, Social Media, Digital Marketing, Education, Sustainable Development

Introduction

This paper takes a conceptual approach by using latest trends and industry practices in tourism marketing. It highlights the increased value of digital literacy and online communication skills in tourism education. The paper also explains how data-oriented digital campaigns improve the management of customer relationships in tourism. In addition, it also mentions the contribution of new technologies like artificial intelligence and analytics to the enhancement of marketing effectiveness. The research offers useful implications to tourism marketers, educators, and policymakers to come up with effective digital tourism strategies.

Objectives of The Study

- To research the position of digital marketing in tourism promotion.
- The aim of the research is to examine how social media influences the decision-making process of tourists.
- The aim of the research is to investigate the effectiveness of influencer strategies in tourism marketing.
- To understand the contribution of digital platforms to tourism education.
- To establish the obstacles in digital tourism marketing communication.

Research Methodology

The research design of the study is descriptive. Journals, books, research articles and online tourism reports were some of the sources of secondary data that were collected. This paper uses a theoretical and descriptive methodology to learn about the present trend in digital marketing within tourism sector.

Statistical Analysis tools used.

- Percentage Analysis
- Correlation Analysis
- ANOVA (Analysis of Variance)

1. Percentage Analysis- Digital Marketing Tools in Tourism.

Digital Tool Percentage	(%)
Social Media -Marketing	35%
Influencer- Marketing	25%
Online Travel Websites	20%
Mobile Apps	10%
Email -Marketing	10%

The digital tools that are primarily applied to tourism (social media marketing and influencer marketing) rank second and third respectively. This demonstrates how visual and interactive media is significant to destination promotion.

2. Correlation Analysis- Tourist Engagement and Digital Marketing.

Digital Strategy	Tourist Engagement Score (5)	Correlation (r)
Social Media	4.5	0.80
Influencer Marketing	4.6	0.85
Content Marketing	4.2	0.70
Mobile Marketing	4.0	0.65

The findings depict that there is a significant positive value of influencer marketing and tourist engagement which reveals that there is a great influence of an influencer recommendation on the choice of travel.

3. ANOVA -Implication of Digital strategies on Destination Image.

Digital Strategy	Mean Score	Variance F-value
Social Media	4.4	0.30
Influencer Marketing	4.6	0.25
Online Advertising	4.1	0.35
Mobile Apps	4.0	0.40

The result of the ANOVA indicates that there is significant difference in the image perception of destinations when using different digital marketing strategies. The mean score in influencer marketing is the largest which indicates its usefulness.

Digital Marketing and Tourism Education

Digital platforms are also relevant to tourism education in creating awareness on cultural heritage, sustainable tourism and ethical travel behaviour. Tourists and local communities are taught through online campaigns and postings on social media and influencer content. Digital tools can also be used in virtual learning and skill development especially in tourism education institutions.

Findings of the Study

- Digital marketing contributes greatly to enhancement of communication in tourism marketing.
- Social media plays a very strong role in tourist decision making.
- Influencer strategies are the strategies built on trust and authenticity.
- Tourism education and sustainability awareness are facilitated by digital platforms.
- The digital communication can be effective which improves the destination branding

Conclusion

Tourism marketing communication and education has changed with the introduction of digital marketing strategies, social media, and influencer strategies. They allow the tourism organisations to connect with a broader audience and reach tourists in the best way possible besides encouraging sustainable travel habits. The digital strategies should be integrated as an element of sustainable growth and competitiveness in the tourism sector.

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