

Marketing Communication Strategy in Growing Visiting Motivation for New Tourists

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ABSTRACT

Marketing communication strategy is one of the factors that greatly affect the number of visitors to a tourist attraction because it is a design of how to influence the community in various ways so that people know they are interested in visiting and even visiting again for tourists who have visited. This study aimed to determine the marketing communication strategy in growing the motivation for visiting new tourists and old tourists who want to return to visit. This study uses a qualitative approach with a descriptive method. The study results show that the characteristics of tourists in the 70s and 80s and today's tourists are much different along with the development of information technology so that tourism actors, both companies and managers of tourist destinations, must have the right marketing communication strategy. One form of marketing communication strategy is to generate tourism motivation, especially among new tourism consumers, because this motivation encourages tourists to travel. According to researchers, four tourist motivations, namely physical, cultural, interpersonal, and social, can improve the image that causes the intention to travel so that the objectives of tourism marketing can be achieved. In this study, it can also be concluded that with the characteristics of tourists who are growing and dynamic from year to year, tourism marketing communication strategies should also be updated, especially in terms of increasing tourist motivation to travel.

Keywords: Strategy, Marketing Communication, Tourist Motivation, New Tourists, Consumers.

A. INTRODUCTION

The tourism market in the world has been characterized over the years by an almost absolute specialization in so-called place (nature) and cultural tourism and the general application of marketing in the management of these businesses (Garay & Canoves, 2018; Casagrandi & Rinaldi, 2002). Currently, the new demands and needs of tourists, as well as the increasing level of competition in the sector, both in the corporate sector and in the destination sector, have contributed to the development of marketing actions aimed at achieving a more profitable position in the market (McCabe, 2010; Labanauskaite et al., 2020). Thus, for example, there is a clear marketing orientation on the part of many firms in the sector which, traditionally, have adopted a production approach (Brownlie & Saren, 1992; Jaworski & Kohli, 1996)).

Likewise, the emergence, development, and promotion of new types of tourism are one of the consequences of the new orientations we have commented on, so that in the environment as described, the tourism industry must be open to

demands and diversify its offerings to suit them (Steinbrink et al., 2012; Nikolskaya et al., 2020). Therefore, knowledge of tourists is very important to adjust the offer and profitably satisfy the company (Parlov et al., 2016; Khovanova-Rubicondo, 2012). This means taking into account that (Wall-Reinius & Back, 2011; Lindberg et al., 2014): a) Tourists today have different characteristics from past consumers, so actions that were applicable at other times may not apply today. b) The tourism market is very heterogeneous, so companies must segment it, looking for groups that offer products that best suit the members of this segment.

In this era, many companies and tourist destinations set strategies to attract the attention and interest of tourists and can be known by the wider community; one example of the strategy being carried out is making specifications for tourist attractions and then posting them to various social media platforms used. It can also be directly disseminated to the public, and it is proven that this strategy is quite helpful in marketing the tourism place in question (Zeng &

Gerritsen, 2014; Kiralova & Pavlicecka, 2015; Kolb, 2017).

One of the developments needed for new tourists is through marketing communications. Marketing communication plays a very important role for marketers; without communication, consumers and the public will not know the product's existence in the market (Yeshin, 2008; Varey, 2002). Determining the target of communication will greatly determine the success of communication. With proper targeting, the communication process will run effectively and efficiently. Therefore, this is where the role of strategy is so important in developing tourism objects as an effort to raise the tourism potential in question (Cohen, 1985; Reisinger & Steiner, 2006).

Peattie et al. (2005) said that not all communication in marketing focuses on promoting and selling products and services; in fact, much information created and transmitted is to create awareness and knowledge of all activities such as schedule changes, weather, tourist attractions, information, health journey. The crucial function of marketing communications is its ability to counter or capitalize on information that outsiders propagated under the organization's control. Brand awareness is created by marketing communications that create value for tourism objects. Value is created from the process, brand, and service provided (Seeger et al., 1998).

Marketing is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing; marketing has an important role in tourism development because marketing is related to efforts to communicate potential to the target audience. If it is optimized in its management and marketing specifically and professionally, it may become a future tourism sector potential (Meidan, 1984; Jamrozy, 2007).

Based on the preliminary explanation, the researcher wants to know how the marketing communication strategy is to attract new tourists; therefore, the researcher chooses the constructive paradigm so that the researcher gains an understanding of the facts on how to use the right marketing communication strategy in providing understanding and interest in tourism destinations and products. by new travelers from marketing

communications strategies. In this work, we will focus on the problem of analyzing the characteristics that tourists present today and how this affects the marketing strategies undertaken by companies operating in this market.

B. METHOD

This research uses descriptive qualitative research methods, which in communication research, qualitative is usually intended to convey a picture or understanding of how and why a phenomenon or reality of communication occurs. Bodgan and Taylor define a qualitative approach as a research procedure that produces descriptive data in the form of written or spoken words from people or observed behavior (Moleong, 2014). Therefore, in this context, a researcher plays an important role in this research process. At the same time, the descriptive method is to study the problems in society, as well as the procedures that apply in society and certain situations, including activities, attitudes, views and ongoing processes, and the effects of a phenomenon, in the qualitative descriptive analysis technique, namely the effort to organize and interpret the data, in order to obtain an understanding and the results of the analysis of the data following the research objectives. Since the observation was made, the data has been analyzed and interpreted in qualitative analysis. Phenomena that occur in the community are explored for further analysis so that the research objectives are achieved.

C. RESULT AND DISCUSSION

1. Tourist Behavior Analysis

Changes in the tourism market are largely due to a series of modifications in tourist behavior. Therefore, it is necessary to investigate such behavior to try to detect which circumstances are most relevant to the marketing management strategy of companies operating in this sector. Analyzing the evolution of tourists also allows us to observe the appearance of different consumer groups with new motivations and needs (Riege & Perry, 2000).

In this way, it can be seen how the tourism industry should modify its management and how new forms of tourism can represent important business opportunities in mature markets. The company's response to these new demands must be developed from a marketing

perspective, seeking a stable long-term relationship with tourists and a balance with the environment. To talk about tourist behavior means to talk about "that part of consumer behavior that occurs in the process of acquiring tourist products, as well as in participation in the tourism experience and which is influenced by internal and external situational factors. We see, therefore, that the analysis of tourist consumer behavior should be approached from the general perspective of consumer behavior and consider it, in turn, concerning the process of obtaining tourism services (Pizam et al., 1999).

The complexity of the study of behavior lies in the fact that behavior is specific to each product, person, and situation. Several approaches have been used when studying consumer behavior. Thus, Hoyer et al. (2012) define three traditionally followed approaches: a) The economic approach, which is based on the importance of economic variables in consumer decisions. b) Psychosociological approach shows that consumer behavior is determined apart from economic variables by psychological variables (individual internal) and external variables. c) The motivational approach focuses on the main reasons or causes that explain consumer behavior.

Middleton & Clarke (2012) determined some variations in the stimuli received by tourists, which provoked the response in the form of tourist consumption. This author considers that three variables must be taken into account:

- a. Stimuli are all competitive products with similar offerings that customers have to choose from.
- b. Communication channels can be formal, i.e., channels used by companies to communicate their products (advertising, catalogs, public relations, distribution), or informal, i.e., channels through which information is transmitted to potential tourists through information providers (family, friends, reference groups) In terms of tourism, this channel is even more influential than the previous one.
- c. Consumers' predisposition will act as a filter for the communication received and are all the elements that determine the attitude of tourists towards the product, influencing their wants, needs, and goals.

They can be classified into three types: a) Demographic, economic and social positions, which act as behavioral barriers. b) Psychographic elements. c) Attitude towards the product.

Middleton & Clarke includes as determinants of tourist behavior all the competitive products it must choose from and, in most cases, can operate as surrogates. It also highlights the importance of communication received by tourists, either through the company or through prescriptions.

Therefore, we understand that as the products are more similar, the competition becomes more intense, and the communication actions of tourism companies intensify. Stimulation that comes from these marketing variables will greatly determine the final decision. Hudson (1999), for his part, stipulates that there are two types of factors that influence tourist behavior, push factors or psychological factors, namely factors that trigger an individual's desire to travel, and attraction factors or cultural factors, which condition the choice of destination. Various authors point out these two groups of factors, which represent different elements in each group.

Thus, for example, a review of the different contributions of "push" type factors results in the presence of motivation as the main element and tourist preferences and goals. The same review for the "pull" type factor highlighted the elements of a destination that appealed to tourists. This includes natural resources, facilities (access, accommodation), and abstract elements, such as culture or hospitality. Likewise, given the limited knowledge that tourists may have about the attributes of a destination, the image of the destination is another very important element in the final decision (Dann, 1977).

The importance of image is also analyzed by Um & Crompton (1990), who, through a review of different models for selecting tourist destinations, show that they explicitly allude to image, both objective and subjective, as one of the triggers of the final choice. Continuing with the "pull" type factor, Um & Crompton point to novelty and education as the main factors. As we can see, given the various studies available, many variables condition the behavior of tourists, which influence the decision to travel and the

subsequent actions taken from that decision. According to the authors, almost all of the factors mentioned can be considered external, internal, or marketing, so we understand that these three groups of variables aggregate the factors that drive tourists to travel very well. The combined effects of all of them, pooled in the previously mentioned stimulus-response model, clearly synthesize the complexity of this process. Obviously, and depending on the case, there will be factors that have greater weight when making the final decision. Knowing these factors is a very important issue for companies, to the extent that it can enable them to act on them and be rewarded for the desired behavior on the part of tourists.

In this sense, the right combination of the four marketing variables (product, price, communication, and distribution) can enable us to act decisively. Accepting the validity of the stimulus-response model, we will approach the consumer behavior of tourists starting from an analysis of motivations, which, as indicated earlier, are those that ultimately generate the drive to travel in tourists. For this reason, we understand that their knowledge is a fundamental step in being able to meet the needs presented by tourists. Given the relevance of the study of tourist motivation for the marketing area, we will now focus on its analysis (Kim & Prideaux, 2005).

We have to consider that the motivation of tourists must be considered taking into account their particularities concerning purchasing decisions of other products and services. Let us think that tourists are buying illusions and committing some of their resources. The fear of losing money or feeling cheated makes them act more cautiously than when buying other products. Thus, it becomes more sensitive, so it is necessary to analyze all the variables that influence it carefully. Therefore, studying these motivations should provide a basis for understanding the behavior of tourists and their new demands.

2. Tourist Motivation

Tourist motivation is the reason that encourages tourists to travel. It should be noted that although motivation usually tends to be equated with needs, indicating that the basis of motivation is needed, for a need to be motivated,

it is necessary to have a stimulated need, i.e., to achieve a high level of intensity. Enough to prompt the person to take action. Motivations exert an important influence on the buying decision process; therefore, their identification is a key factor for analyzing tourist behavior and, consequently, for designing marketing actions aimed at covering the unsatisfied needs that motivate different behaviors. However, studying motivation is very complex because everyone has different reasons for consuming tourism products and services. In addition, the buying process is not the result of a single motivation but a variety of interrelated motivations that vary by individual and over time (Zhang & Marcussen, 2007). Dolnicar & Ring (2014) point out that the difficulty in studying tourist motivation stems from the fact that it is not always clearly defined, but that there are times when unconscious reasons drive a person to travel. Given the object of our work, we believe at this point it is necessary to establish a classification of tourist motivations due to their importance in the design of marketing actions.

Different authors put forward many motivations as triggers for the desire to travel. However, all of them can be grouped into four broad categories, namely:

- a. Physical motivation: related to an individual's physical and mental health, need for distraction, relaxation, leisure time activities, etc.
- b. Cultural motivation: they perceive tourism as a factor of personal evolution through knowledge of other cultures and countries or expansion of artistic and historical knowledge.
- c. Interpersonal motivation: tourism is an instrument of emotional development, fulfilled by visiting relatives and friends or building new relationships.
- d. Social Motivation or Prestige: tourism allows certain social achievements to be achieved, such as being recognized, rewarded and projecting a good image.

Swarbrooke & Horner (2007) call these four categories of motivation general, adding a second group which he calls specific and related to the image that tourists travel, through personal experiences, advice from friends, and information obtained directly or indirectly from

intermediary media. Advertising and tourism. Therefore, they will be a special motivation for each tourist and very different in each case. Moreover, as can be seen, this particular motivation arises once the desire to travel is triggered when tourists have to choose their destination. Given all these motivations, we can appreciate that tourists, through tourism consumption, can meet a range of very different needs.

In addition, it must be taken into account that the needs of tourists evolve and change from time to time. This means that tourism products or services that currently meet certain needs may decline if those needs change and companies are unable, firstly, to detect these changes (even if possible, to anticipate them) and, secondly, to adapt their offerings to the new demands of demand (Aldebert et al., 2011). Each type of need will give rise to different behavior, which will result in the choice of one product or another through a particular buying decision process. The difficulties posed by the detection of such motivations and the fact that tourist behavior is influenced by more factors, both internal and external, led to a common outcome, which has led to a series of changes in tourist behavior, which now present different characteristics. Compared to the recent past. Therefore, the authors consider it necessary to determine which variables determine current tourists, to establish whether significant changes imply the need to adapt supply and marketing strategies, to demand with different characteristics, motivations, and needs than has been until now.

3. Characteristics of Tourists Time from time to time

Tourism marketing must be able to understand future demand, know what types of tours we will have, how they will spend their free time, how much time they will dedicate to vacations, how they will distribute it throughout the year, and how they will choose vacation spots, what transportation will you use. These and other questions should have answers to know tourist consumer trends in the coming years (Gheorghe et al., 2014). According to the researcher, today's tourist has different characteristics than in the 70s and 80s. Among these, researchers highlight the following:

- a. It is the perfect multi-consumer tour. This means that during a certain period, it acts in different forms of tourist consumption and carries out different activities. The realization of the same tourist trips and activities that are very different from each other reinforces the existence of multiple tourist motivations in each individual, which, depending on the circumstances of each moment, can lead to different behaviors (Pearce & Lee, 2005). Therefore, it is difficult to classify each individual into "immutable" groups.
- b. This changes values and, for example, tends to take the ecological aspects of travel to a greater extent. This is reflected in their different lifestyles, which lead him to seek a balance between the natural and urban landscapes and enjoy the surroundings. The development of greater environmental awareness implies concern for the environment and a choice of less crowded and more rural destinations, where tourists seek to build relationships and integrate into the environment. In short, the search for quality of life is increasingly difficult in big cities and is the main motivation for traveling (Streimikiene et al., 2021). This characteristic, which defines many tourists today, is the main origin of the development of alternative tourism, such as rural tourism. We understand that the initial development of this type of tourism will not occur if the value system of some tourists is not changed, resulting in a change in motivation when choosing the type of trip to take.
- c. The current consumer segment remains more numerous. Throughout the year, they take several vacation periods; these become shorter. This has led to an explosion of events on weekends, long weekends, Eid, or Christmas. As a result, there are fewer and fewer people, unlike a few years ago, concentrating their vacations on one of the summer months.
- d. Today's tourists have more information, allowing them to analyze existing offers and make their choices more rationally. The increasing offerings of new tourist

destinations and the actions of companies to socialize them allow consumers to have broad and varied information. This, together with the experience accumulated along their journey, means that tourists' consumption is produced based on efficiency criteria, seeking reality and not promises (Heinonen, 2011). Therefore, the need for more information requested by tourists should be translated into communication efforts by companies. Thus, communication becomes a fundamental marketing variable in tourism, becoming very important in products and destinations that are not yet known to tourists because of their novelty.

- e. New travelers are more active and independent and often seek to reaffirm their personality through travel. This situation means that, on the one hand, they seek a different kind of travel and activity from the masses, demanding different products, alternative destinations, and tailor-made services, along with traditional products and destinations. On the other hand, it participates in elaborating, planning, and organizing its travels and the elements that make up the desired tourist product. This last characteristic is a consequence of the information we alluded to in the previous point and makes possible the design, by tourists, for their holidays. The search for personalized and higher quality tourism presupposes the growth of more specialized travel in areas such as health, sport, or business and the progressive substitution of tourism based on rigid, standard, and massive packages, which many travelers are beginning to identify with cheap tourism. And the low quality of service.
- f. Today's traveler vacations are more flexible, spontaneous, and booked for shorter periods. This state of affairs is a change from his past behavior, based on making reservations well in advance and without waiting for the last moment. New technology is profoundly influencing this change, enabling the arrival of high-

quality travel and vacation information directly to consumers. Changes in the tourism sector's current distribution and purchasing system, which have already begun to be appreciated, will be much more emphasized in the future (Mattila, 2004).

We consider that while it is true that tourist motivations can be classified broadly into the four categories already mentioned, these are the determinants of the decision to travel in most tourists, but the emergence of new motivations is taking on a major role in the final destination of tourist decisions. This way, a new type of tourist consumer is configured where different motivations meet. This causes changes in tourist behavior. Many of these changes are common to consumers of other products and, for the most part, are the result of changes experienced by Western societies, the result of their evolution.

Apart from being an economic system with considerable quantitative importance worldwide, tourism also has social and cultural aspects that include the motivations of people who travel. Therefore, it is not surprising that tourism, which is strongly influenced, as we have shown, by environmental factors, assumes and integrates changes that people experience themselves into their behavior patterns. Among other motivations, the ecological motivation, related to concern for the environment and respect for nature, begins to develop strongly in consumers who, in keeping with their values, seek tourist experiences that are in harmony with the natural environment.

New consumers, with new motivations and demands, are more informed, better educated, and experienced. You know that the offer is wide, and you can ask for the product you want at any time because you do not consume a single product, but depending on the needs you want to fulfill, you will choose one type or the other, looking for "custom made" products. The products/services chosen by tourists result from a rational buying process. Evaluate the various alternatives, and choose the alternative that meets your needs, offering a better quality/price ratio. Tourists seek to use their vacation time in an enriching and profitable way and to do so, and they change their consumption habits by shortening their stay or spreading their travels

throughout the year. Responsible consumption consistent with new lifestyles and motivations will force companies to adapt their products and services and find new ways to distribute or even communicate them. Thus, marketing becomes a fundamental part of tourism companies, which must direct their actions towards new environments and consumers.

D. CONCLUSION

After analyzing the features that distinguish new visitors, we may infer that today's tourist has different goals, wants, and actions than he or they did in previous decades. However, there is no such thing as a "new tourist" because the spectrum of motivations that a consumer would desire to cover in any tourist consumption is extremely broad. This means that, far from being homogeneous, the tourism market presents a distinctly unique customer group with frequently competing attitudes and beliefs. In this vein, we believe that the tourism business must modify its approach to the market, abandoning conventional uses and methods that have reasons to become a practically homogeneous consumer group and appear inappropriate at the moment.

As a result, we believe that the adoption of marketing strategy in this sector should prioritize the identification of various customer groups present in the market. His research can help decide which products, services, and destinations best suit their traits and the rewards they desire from their consumption. As a result, we are discussing the necessity to segment the tourism market as a critical component of tourism organizations' marketing operations. This segmentation will tell us what characteristics distinguish various individuals, and we will be able to build the most effective approach to attain their pleasure and achieve company goals based on this.

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