

The role of marketing communications in influencing the promotion and visibility of tourist destinations: A systematic literature review

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Abstract

Purpose: This systematic literature review (SLR) analyzes tourism marketing communication, uncovering successful strategies and emerging trends. It covers branding, digital marketing, social media, and more, while assessing effectiveness across various contexts.

Research Methodology: Systematic literature review was conducted by analyzing 31 journals related to marketing communication, which addressed strengths, limitations, biases, and gaps, and answered the research objectives and questions coherently.

Results: The discussion of the research questions revealed insights into the impact of digital marketing communication strategies on the promotion and visibility of tourist destinations (RQ 1). It is evident that digital strategies utilizing various online channels, real-time updates, and search engine optimization play a pivotal role in enhancing destination visibility. The influence of marketing communication on tourists' decision-making processes (RQ 2) was illuminated, highlighting the role of marketing communication at every stage of the traveler's journey. Marketing communication significantly shaped tourists' decisions, from creating awareness to post-trip engagement. Cultural, social, and environmental factors were found to influence the effectiveness of marketing communication strategies in sustainable and responsible tourism (RQ 3). Sensitivity to local culture, commitment to sustainability, and messaging of eco-friendly practices were pivotal in aligning communication with responsible tourism.

Limitations: The literature reviewed may be limited to a specific time period; therefore, trends and strategies that emerged after that period were not covered. This affects the relevance of future findings in digital marketing communication.

Contribution: This SLR contributes to a comprehensive understanding of marketing communication strategies in tourism, offering insights into their impact, relevance, and alignment with responsible practices.

Keywords: *Tourism marketing communication, digital marketing strategies, tourist decision-making, sustainable tourism, responsible tourism communication*

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1. Introduction

Tourism has become a pivotal industry worldwide, contributing significantly to economic growth, cultural exchanges, and international cooperation. As the tourism sector continues to expand, the need for effective marketing and communication strategies has become more important than ever (Kerdpitak, 2022). This systematic literature review (SLR) seeks to provide a comprehensive overview of the strategies employed in the marketing communication of tourism destinations and services (Erida, Yuniarti, & Patricia, 2018). Communication plays an important role in marketing. Communication must convey messages and motivate target customers by providing knowledge regarding the needs and categories of customer needs. In marketing, a brand must be communicated to the public. Brands have the nature of publicity; therefore, they only live in the communication space (Kerdpitak, 2022; Sumiyati & Murdiyanto, 2018).

In an age where information is readily accessible through various digital platforms, the dynamics of marketing communication have evolved rapidly (Kamsar, Alim, Akbar, & Mone, 2023; Putra, Susilo, & Putranto, 2023). Travelers are now more informed, empowered, and discernible in their choices. Consequently, tourism stakeholders must adapt and refine their marketing communication approaches to capture and engage their target audience effectively. The primary objective of SLR is to analyze and synthesize existing research in the field of tourism marketing communication strategies (Ayu, 2010; Dhipa & Abidin, 2023). By comprehensively examining the literature, I aim to identify the most prevalent and successful strategies employed by destinations, hotels, travel agencies, and other tourism-related entities to attract and retain visitors (Farradia, 2022). Furthermore, this review seeks to uncover emerging trends and innovative methods in this field that have the potential to shape the future of tourism marketing. Promotion of tourism activities is concluded as a one-way information flow that directs potential tourists or tourism business institutions to actions that can create visits in tourism marketing (C. N. Damayanti & Dunan, 2022; Kerdpitak, 2022).

Throughout this systematic literature review, the author explores various dimensions of marketing communication in tourism, including but not limited to branding, digital marketing, social media, content creation, customer engagement, and the impact of evolving consumer behavior. Additionally, the author critically assesses the effectiveness of different strategies and their adaptation to diverse cultural contexts (Ayu, 2010) and target demographics. By consolidating and evaluating the extensive body of knowledge in the field, SLR aims to provide a valuable resource for tourism professionals, researchers, and policymakers. This will help them gain insights into the current state of marketing communication in tourism and facilitate the development of innovative and effective strategies to promote destinations and services to a global audience. The evolving tourism landscape demands a keen understanding of effective marketing communication strategies. This systematic literature review contributes to the ongoing dialogue on how tourism entities can enhance their outreach efforts and thrive in an increasingly competitive and dynamic industry.

2. Literature review

2.1. *Collecting Data*

The selected literature was based on search results (Xiao & Watson, 2019). Compile a comprehensive dataset of articles, books, and other scholarly materials that will be reviewed. The collected literature was screened to eliminate duplicates and irrelevant sources. This initial screening ensured that only the pertinent materials were considered for further analysis. Relevant information is extracted from each source, including key findings, methodologies, and insights related to tourism marketing communication strategies. This stage was used to evaluate the existing literature. We analyze and synthesize the findings and insights from the selected sources to identify common themes, trends, and patterns in tourism marketing communication strategies (Xiao & Watson, 2019).

2.2. *Quality Assessment of Literature in SLR*

We defined the research objectives and questions to guide the systematic literature review. These questions (QA) helped determine the scope and focus of the study. Develop a comprehensive search

strategy to identify relevant academic articles, books, conference papers, and other scholarly sources. The search strategy included keywords, topics, and the scope of the articles. Clear inclusion and exclusion criteria were established to determine which sources should be considered in the review. This ensured that the selected literature aligned with the research objectives (Barbara & Brereton, 2013). Conduct a systematic and exhaustive search of academic databases, libraries, and digital repositories to identify potential sources that meet inclusion criteria. These quality assessment criteria were designed to evaluate the relevance and quality of the literature included in the systematic literature review, ensuring that the selected sources aligned with the research objectives and questions of the study.

This research uses a systematic literature review to conduct analyses, such as looking for similarities, looking for dissimilarities, providing an overview, and summarizing several related studies. related research. In the reporting stage, it is used to deliver research results that provide a comprehensive overview of the criteria used in this study (Ariyati, Ismawati, Rizqillah, Wulandari, & Susanti, 2024).

- QA0 : Is there a duplicate paper, even from a separate source?
QA1 : Was the journal paper published within the time frame of 2017 to 2023?
QA2 : Does a journal paper contain discussions related to marketing communication?
QA3 : Does a journal paper include content discussing marketing communication strategies in tourism?
QA4 : Does the journal provide conclusions and recommendations aimed at addressing challenges in marketing communication?

Symbols used to provide responses consisted of two options: Y and N (yes and (no)). Symbols Y and T were used for the overall QA assessment. For example, the journal paper being evaluated was marked with responses based on the following options:

- a. Y (Yes) is used if the mechanism is explained in a journal paper from 2017 to 2023.
- b. N (No) was used if the mechanism was not explained in a journal paper from 2017 to 2023.

2.3. Critical Review

We analyze the existing research on tourism marketing communication, evaluate the strengths and weaknesses of the studies involved, and highlight possible biases or gaps in the literature. Present a well-organized summary of the findings relevant to your research objectives and questions. We then explore the significance of these findings for the tourism marketing communication field and suggest potential avenues for future research. Finally, the conclusion summarizes the key takeaways and contributions of the systematic literature review, emphasizing its significance in advancing our understanding of marketing and communication strategies in the tourism sector.

The references compile a list of all sources cited in the systematic literature review, following a standardized citation style (Xiao & Watson, 2019). The systematic literature review methodology ensures a structured and rigorous approach for analyzing and synthesizing existing research in the field of tourism marketing communication strategies, ultimately contributing to a comprehensive understanding of the subject matter.

2.4. Research Question

These research questions were designed to guide and structure the systematic literature review (Xiao & Watson, 2019), helping to focus on the key aspects of marketing communication strategies in the context of tourism.

- RQ1 : How do digital marketing communication strategies affect the promotion and visibility of tourist destinations?
RQ2 : What is the influence of marketing communication on tourists' decision-making process?
RQ3: How do cultural, social, and environmental factors influence the effectiveness of marketing communication strategies for sustainable and responsible tourism?

3. Research methodology

The research methodology employed in this SLR is designed to systematically identify, analyze, and synthesize relevant scholarly works (Mengist, Soromessa, & Legese, 2020) in the field of tourism marketing communication strategies. The SLR methodology is structured to ensure rigor and comprehensiveness in the selection and evaluation of the literature (Barbara & Brereton, 2013). In this study, the collection of data, quality assessment of literature in SLR, critical review, and research questions were determined.

A systematic literature review is a term used for a specific research methodology or research carried out to collect and evaluate related research on a particular topic (Putri & Suharso, 2023). A systematic literature review is a standard method to obtain answers by conducting literature reviews based on topics or themes related to previous studies (Morin & Herman, 2022; Xiao & Watson, 2019). The purpose of using a systematic literature review is to summarize previous research, identify gaps that need to be filled between previous and current research, produce a coherent report/synthesis, and create a research framework (Rozi, 2020; Xiao & Watson, 2019).

4. Results and discussions

4.1 Collecting Data

In the search process, various types of data or journals were successfully identified and collected. Below is a list of publishers along with the number of journals obtained from each publisher. Of the 31 papers downloaded, there were only 29 papers, since there were two duplicate papers shown below.

Table 1. Data and Quality Assessment of Duplicate Paper (QA0)

Publisher	Title	Total Items
Proceeding Jogjakarta Communication Conference	Adapting Marketing Communication Strategies for Tourism Attraction in Tamansari Village During the COVID-19 Pandemic (Raseru & Rosilawati, 2023)	1
Journal of Theoretical and Applied Information Technology	Digital Marketing Communication Strategy for Virtual Tourism in the Context of the COVID-19 Pandemic in 5 Super Priority Destinations (Primastahta & Evelina, 2022)	1
International Journal of Economy, Education and Entrepreneurship	Employing Hotel Marketing Strategies to Stimulate Visitor Interest Amidst the COVID-19 Pandemic (Farradia, 2022)	1
Proceeding 2nd International Conference on Communication Science (ICCS 2022)	Promoting Graduates of Vocational Tourism Schools to Attract User Engagement: An Analysis of Marketing Communication Strategies (Waris, 2022)	1
Proceedings of International Conference on Da'wa and Communication	Media Relations Tactics for Boosting the Attractiveness of Kutang Beach in Lamongan District, Indonesia as a Tourist Destination (Rohimah, Ardilla, & Anam, 2021)	1

Publisher	Title	Total Items
Budapest International Research and Critics Institute-Journal (BIRCI-Journal)	Enhancing Tourism Potential through Effective Marketing Communication Strategies (Amin & Priansah, 2019)	1
European Journal of Management and Marketing Studies	Investigating the Influence of Marketing Communications on Improving the Ecotourism Reputation of Riam Kanan Reservoir in Banjar District, South Kalimantan, Indonesia (Rawali & Ramadhani, 2021)	1
Daengku: Journal of Humanities and Social Sciences Innovation	Marketing Communication Strategies to Elevate Tourism Visits in the Pandayangan Tourism of Ulumahuam Village, Labuhan Batu Selatan Regency (A. Damayanti & Rasyid, 2022)	1
INJECT (Interdisciplinary Journal of Communication)	Marketing Communication Strategies for Promoting Halal Tourism Around Gus Dur's Cemetery in Jombang (Rohimah & Romadhan, 2019)	1
Management Studies and Entrepreneurship Journal	Tourism Marketing Communication Approaches within the Culture, Youth, Sport, and Tourism Department of Deli Serdang District (Dhipa & Abidin, 2023)	1
Journal of Business Studies and Management Review (JBSMR)	Strategies for Delivering Tourism Services and Marketing Communication: A Case Study of Muaro Jambi Temple as a Tourism Destination (Erida et al., 2018)	1
The Indonesian Journal of Communication Studies	Implementation of Digital Marketing Communication Strategies in Cultural Tourism: A Case Study in Yogyakarta (Fariszy & Sagita, 2022)	1
Studies in Media and Communication	Exploring the Research Landscape of Marketing Communication within the Tourism Sector: A Bibliometric Analysis (Simabur, Sangadji, Rahman, & Koja, 2023)	1
Jurnal Aristo (Social, Politic, Humaniora)	Strengthening the Bengkulu City Tourism Brand through Digital Marketing Communication Strategies (Ayuh, Darmi, Ekowati, Adhrianti, & Hafizah, 2023)	1
Journal of Governance and Public Policy	E-Tourism Strategy for Sustainable Tourism Development in Aceh Province: The 'Light of Aceh' Branding Approach (Ulfa et al., 2021)	1

Publisher	Title	Total Items
International Journal of Social Science (IJSS)	Developing a Digital Marketing Communication Plan for Muji Trekker Tour & Travel's Rinjani Trekking Tour Packages (Utami, 2023)	1
KYBERNOLOGY: Journal of Government Studies	Governance of Bira Beach Tourism through Innovative Digital Marketing Communication Approaches (Kamsar et al., 2023)	1
International Journal of Development Research (IJDR)	Strategic Communication Plan for Promoting Labuan Bajo as a Premier Tourist Destination (Putranto & Astuti, 2021)	1
The Indonesian Journal of Communication Studies (IJCS)	Comparative Analysis of Marketing Communication Strategies in the Cultural and Tourism Departments of Gunung Kidul and Sleman Regencies (Ayu, 2010)	1
Proceedings of the 1st International Conference on Anti-Corruption and Integrity (ICOACI 2019)	Enhancing Tourism Potential in Karangrejo Borobudur, Central Java: A Study of Marketing Communication Strategy, Implementation Integrity, and Development (Wuryanta & Utami, 2020)	1
Advances in Social Science, Education and Humanities Research (ASSEHR)	Marketing Communication Strategy for Indonesian Tourism via LionMag In-flight Magazine (Tedjakusuma & Dewi, 2018)	1
4th International Conference of Social Science and Education (ICSSSED) 2020	Strategic Marketing Communication for Promoting Ketep Pass (Salsabila & Setiawan, 2020)	1
Jurnal Ekonomi	Leveraging Digital Marketing Communication Strategy through Instagram @episodegadingserpong for Hotel Episode Gading Serpong (Putra et al., 2023)	1
Journal of Open Innovation: Technology, Market, and Complexity	Local Destination Management Organization Analysis: Marketing Communication and Creative Tourism (Gato, Dias, Pereira, da Costa, & Gonçalves, 2022)	1
Journal of Positive School Psychology	Stimulating Visitor Motivation for New Tourists through Innovative Marketing Communication Strategies (Saefudin, 2022)	3
Маркетинг і менеджмент інновацій (Manajemen pemasaran)	Trends and Realities in Marketing Communications in the Tourism Industry (Vavrečka & Mezulánik, 2016)	1

Publisher	Title	Total Items
dan inovasi)		
Sustainability	Exploring the Impact of Marketing Communication and Islamic Financial Literacy on Halal Tourism and MSMEs Performance in Indonesia (Simabur et al., 2023)	1
Journal of Hunan University (Natural Sciences)	Effectiveness Model for Marketing Tourism Businesses in Thailand (Kerdpitak, 2022)	1
Journal of Quality Assurance In Hospitality & Tourism	Examining the Influence of Integrated Marketing Communications (IMC) on Visits to Heritage Destinations (Wang, Wu, & Yuan, 2009)	1

4.2 Results of QA Selection

The next stage involves the selection of journal papers that have been identified through the search process (Raseru & Rosilawati, 2023). This selection is based on predetermined criteria, namely, the inclusion and exclusion criteria. Inclusion criteria were used to determine whether a journal paper qualified for inclusion in this research, while exclusion criteria were used to exclude journal papers that were not relevant. In this selection process, the identified journal papers were thoroughly analyzed in accordance with the established criteria. Journal papers that meet the inclusion criteria will be included in this study as relevant data sources. Conversely, journal papers that did not meet the inclusion criteria or violated the exclusion criteria were excluded.

The primary objective of this selection process was to ensure that the data used in this research were of high quality and relevant to the research topic. Thus, the analysis results and findings obtained provide a strong and reliable foundation for the development of a Systematic Literature Review (SLR) on the role of marketing communication in digital campaigns. The assessed data were categorized based on the evaluation results. Data that meet all evaluation criteria effectively will be considered suitable for use in this research. Conversely, data that do not meet one or more of the evaluation criteria will be deemed unsuitable and excluded from this study (Putra et al., 2023).

This quality assessment table serves as a guide for determining high-quality and relevant data sources for the development of a Systematic Literature Review (SLR) on the role of marketing communication in digital campaigns. Using this assessment, this research will ensure that the data used are highly reliable and relevant in supporting the findings and analyses presented in this SLR. The table below provides a quality assessment of the identified data. The assessment was performed to determine whether the data could be used in this study. Each data point is evaluated based on a set of predefined criteria. These criteria include the publication timeframe, relevance to the research topic, and the presence of necessary information.

Table 2. Results of Quality Assessment

No	Theme	Author	Year	QA1	QA2	QA3	QA4	Result
1	Adapting Marketing Communication Strategies for	Inoke Raseru; Yeni Rosilawati	2023	Y	Y	Y	Y	Y

No	Theme	Author	Year	QA1	QA2	QA3	QA4	Result
	Tourism Attraction in Tamansari Village During the COVID-19 Pandemic (Raseru & Rosilawati, 2023)							
2	Digital Marketing Communication Strategy for Virtual Tourism in the Context of the COVID-19 Pandemic in 5 Super Priority Destinations (Primastahta & Evelina, 2022)	Candraning Koes Primastahta; Lidya Wati Evelina	2022	Y	Y	Y	Y	Y
3	Employing Hotel Marketing Strategies to Stimulate Visitor Interest Amidst the COVID-19 Pandemic (Farradia, 2022)	Yuary Farradia	2022	Y	Y	N	N	X
4	Promoting Graduates of Vocational Tourism Schools to Attract User Engagement: An Analysis of Marketing Communication Strategies (Waris, 2022)	Abdul Waris	2022	Y	Y	Y	N	X
5	Media Relations Tactics for Boosting the Attractiveness of Kutang Beach in Lamongan District, Indonesia as a Tourist Destination (Rohimah et al., 2021)	Afifatur Rohimah; Yunita Ardilla; Moh. Khoirul Anam	2021	Y	Y	N	N	X
6	Enhancing Tourism Potential through Effective Marketing Communication Strategies (Amin & Priansah, 2019)	M. Ali Syamsuddin Amin; Peri Priansah	2019	Y	Y	Y	Y	Y

No	Theme	Author	Year	QA1	QA2	QA3	QA4	Result
7	Investigating the Influence of Marketing Communications on Improving the Ecotourism Reputation of Riam Kanan Reservoir in Banjar District, South Kalimantan, Indonesia (Rawali & Ramadhani, 2021)	Siswanto Rawali; Muhammad Muthahhari Ramadhani	2021	Y	Y	N	N	X
8	Marketing Communication Strategies to Elevate Tourism Visits in the Pandayangan Tourism of Ulumahuam Village, Labuhan Batu Selatan Regency (A. Damayanti & Rasyid, 2022)	Annisa Damayanti; Abdul Rasyid	2022	Y	Y	Y	N	X
9	Marketing Communication Strategies for Promoting Halal Tourism Around Gus Dur's Cemetery in Jombang (Rohimah & Romadhan, 2019)	Afifatur Rohimah; Mohammad Insan Romadhan	2019	Y	Y	Y	N	X
10	Tourism Marketing Communication Approaches within the Culture, Youth, Sport, and Tourism Department of Deli Serdang District (Dhipa & Abidin, 2023)	Arya Yudha Dhipa; Syahrul Abidin	2023	Y	Y	N	N	X
11	Strategies for Delivering Tourism Services and Marketing Communication: A Case Study of Muaro Jambi Temple as a Tourism Destination (Erida et al., 2018)	Erida; Yenny Yuniarti; Raja Sharah Patricia	2018	Y	Y	Y	N	X

No	Theme	Author	Year	QA1	QA2	QA3	QA4	Result
12	Implementation of Digital Marketing Communication Strategies in Cultural Tourism: A Case Study in Yogyakarta (Fariszy & Sagita, 2022)	R Fariszy; V Sagita	2022	Y	N	N	N	X
13	Exploring the Research Landscape of Marketing Communication within the Tourism Sector: A Bibliometric Analysis (Simabur et al., 2023)	Lisda Ariani Simabur; Suwandi S. Sangadji; Abd. Rahman; Nur Akbar A Koja	2023	Y	Y	N	Y	X
14	Strengthening the Bengkulu City Tourism Brand through Digital Marketing Communication Strategies (Ayuh et al., 2023)	Eceh Trisna Ayuh; Titi Darmi; Sri Ekowati; Lisa Adhrianti; Evi Hafizah	2022	Y	Y	Y	N	X
15	E-Tourism Strategy for Sustainable Tourism Development in Aceh Province: The 'Light of Aceh' Branding Approach (Ulfa et al., 2021)	Khalida Ulfa; Muchamad Zaenuri; Dian Eka Rahmawati; Saddam Rassanjani; Mukhrijal; Ayu Imanullah	2021	Y	N	N	N	X
16	Developing a Digital Marketing Communication Plan for Muji Trekker Tour & Travel's Rinjani Trekking Tour Packages (Utami, 2023)	Ida Ayu Yadnya Sari Dewi Utami Pidada	2023	Y	Y	N	N	X

No	Theme	Author	Year	QA1	QA2	QA3	QA4	Result
17	Governance of Bira Beach Tourism through Innovative Digital Marketing Communication Approaches (Kamsar et al., 2023)	Kamsar; Irwan Alim; Muhammad Randhy Akbar; Ansyari Mone	2023	Y	Y	Y	N	X
18	Strategic Communication Plan for Promoting Labuan Bajo as a Premier Tourist Destination (Putranto & Astuti, 2021)	Diyan Putranto; Marhanani Tri Astuti	2021	Y	Y	Y	N	X
19	Comparative Analysis of Marketing Communication Strategies in the Cultural and Tourism Departments of Gunung Kidul and Sleman Regencies (Ayu, 2010)	Resa Ayu	2010	N	Y	Y	Y	X
20	Enhancing Tourism Potential in Karangrejo Borobudur, Central Java: A Study of Marketing Communication Strategy, Implementation Integrity, and Development (Wuryanta & Utami, 2020)	A. G. Eka Wenats Wuryanta; Ananda Titu Utami	2020	Y	Y	Y	N	X
21	Marketing Communication Strategy for Indonesian Tourism via LionMag In-flight Magazine (Tedjakusuma & Dewi, 2018)	Adi P. Tedjakusuma; Hayuning P. Dewi	2018	Y	Y	Y	N	X
22	Strategic Marketing Communication for Promoting Ketep Pass (Salsabila & Setiawan, 2020)	S. Salsabila; B. Setiawan	2020	Y	Y	N	N	X

No	Theme	Author	Year	QA1	QA2	QA3	QA4	Result
23	Leveraging Digital Marketing Communication Strategy through Instagram @episodegadingserpong for Hotel Episode Gading Serpong (Putra et al., 2023)	Adindityo Achita Putra; Daniel Susilo; Teguh Dwi Putranto	2023	Y	Y	N	N	X
24	Local Destination Management Organization Analysis: Marketing Communication and Creative Tourism (Gato et al., 2022)	Mafalda Gato; Álvaro Dias; Leandro Pereira; Renato Lopes da Costa; Rui Gonçalves	2022	Y	Y	Y	Y	Y
25	Stimulating Visitor Motivation for New Tourists through Innovative Marketing Communication Strategies (Saefudin, 2022)	Iing Saefudin	2022	Y	Y	Y	N	X
26	Trends and Realities in Marketing Communications in the Tourism Industry (Vavrečka & Mezuláník, 2016)	Vavrečka Vladimír; Mezuláník Jiří	2016	N	Y	Y	Y	X
27	Exploring the Impact of Marketing Communication and Islamic Financial Literacy on Halal Tourism and MSMEs Performance in Indonesia (Simabur et al., 2023)	Siti Mujiatun; Budi Trianto; Eko Fajar Cahyono; Rahmayati	2023	Y	Y	Y	N	X
28	Effectiveness Model for Marketing Tourism Businesses in Thailand (Kerdpitak, 2022)	Chayanan Kerdpitak	2022	Y	Y	Y	Y	Y

No	Theme	Author	Year	QA1	QA2	QA3	QA4	Result
29	Examining the Influence of Integrated Marketing Communications (IMC) on Visits to Heritage Destinations (Wang et al., 2009)	Yu-Ju Wang; Chihkang (Kenny) Wu; Jingxue (Jessica) Yuan	2009	N	Y	Y	Y	X

4.3 Result

1) Duplicate Paper (QA0)

The discovery and removal of duplicate papers during the quality assessment phase of a systematic literature review (SLR) represents a fundamental step in ensuring the accuracy, reliability, and conciseness of the review. Duplicate papers can inadvertently distort findings and analyses, leading to the inclusion of redundant information.

In the context of an SLR, it is essential to maintain a high level of precision, as the overarching goal is to synthesize the existing literature comprehensively while avoiding unnecessary repetition. This is particularly crucial when dealing with a relatively large number of studies, as is often the case in systematic reviews. The inclusion of duplicates artificially inflated the pool of included papers, potentially skewing the overall analysis.

By identifying and eliminating duplicate papers, the review achieved several key objectives.

1. Enhanced Accuracy:

The removal of duplicates ensures that each unique piece of literature is counted only once, reducing the chance of data being overrepresented or treated as separate findings.

2. Streamlined Analysis:

Duplicate removal streamlined the analysis process by preventing the repetition of similar content, allowing the reviewer to focus on the unique contributions and variations among the selected papers.

3. Consistency:

It promotes consistency in the assessment and synthesis of the literature. Duplicates can introduce inconsistencies, particularly when different versions of the same paper are assessed separately.

4. Improved Clarity:

A review free from duplicates enhances the clarity of both the reviewers and readers. A more concise representation of the literature makes it easier to communicate the state of the existing research.

The elimination of duplicate papers in the quality assessment phase ensures that the systematic literature review is based on a clean, nonredundant dataset. Consequently, this enhances the precision and dependability of the review results and deductions because the assessment is carried out on a collection of distinct and pertinent documents, eliminating any biases arising from redundant material.

2) Excluded due to Publication Date (QA1)

The exclusion of papers that fall outside the specified timeframe (2017-2023) represents a critical aspect of the quality assessment process. This decision aimed to uphold the relevance and currency of the literature included in the systematic literature review (SLR). The significance of this aspect is rooted in the context of the research objectives and the evolving nature of the subject matter.

In an SLR, the focus is often on the most recent developments and research findings within a specific domain. This is particularly pertinent when examining areas such as marketing communication strategies in tourism, where trends and best practices can change rapidly in response to evolving technologies and socioeconomic factors.

Papers published before 2017 or after 2023 were excluded for the following reasons.

1. **Relevance**
Papers published outside the specified timeframe may contain information or findings that are no longer current or representative of the latest state of the field. The exclusion of such papers helps ensure that the review focuses on contemporary knowledge and practices.
2. **Timeliness**
Given the dynamic nature of the tourism and marketing communication fields, SLR aims to provide insights into strategies and trends that are most pertinent to the current landscape. The exclusion of older papers contributes to the timeliness of the review's findings.
3. **Consistency**
By adhering to a defined timeframe, the review maintains consistency in the selection of papers. This ensured that all included papers were subject to the same temporal criteria, promoting fairness and comparability.
4. **Resource Allocation**
The exclusion of papers outside the timeframe allows for the efficient allocation of resources, as it prioritizes the analysis of recent and potentially more relevant literature.

This approach to publication date criteria aligns with best practices in systematic reviews, which often place a premium on the inclusion of recent and up-to-date literature. The rationale is to provide readers with insights that reflect the current state of research and practice, enabling them to make informed decisions or draw relevant conclusions based on the most recent findings.

3) Excluded based on Quality Assessment (QA2, QA3, and QA4)

The exclusion of 24 papers during the quality assessment phase, owing to their failure to meet predefined quality assessment criteria, underscores the pivotal role of rigor in the selection process for a systematic literature review (SLR). This aspect is crucial for ensuring that the review is built on a foundation of high-quality relevant literature that aligns with the research objectives and the desired standards of excellence.

Quality assessment criteria encompass several dimensions, including relevance, methodological soundness, and overall quality. These criteria serve as gatekeepers for the selection of papers as they are intended to filter out literature that may not contribute meaningfully to the review. Let us consider the implications of this aspect.

1. **Relevance**
The quality assessment criteria help ensure that the papers included in the SLR are not only academically sound, but also directly relevant to the research topic. Irrelevant or off-topic papers can introduce noise and distort review clarity.
2. **Methodological Soundness**
The quality assessment evaluates the rigor of the research methodologies employed in the selected papers. This is pivotal to the trustworthiness of the review findings. Ensuring that the included papers adhere to high methodological standards contributes to the overall credibility of the SLR.
3. **Overall Quality**
The overall quality of the literature plays a significant role in shaping the integrity and reliability of the review. High-quality papers are likely to provide valuable insights and contribute substantially to the synthesis of existing research.
4. **Alignment with Objectives**

The predefined quality assessment criteria were closely aligned with the specific objectives of the SLR. They are designed to select papers that not only fit the general criteria for quality, but also fulfill the particular goals and scope of the research.

The exclusion of papers that did not meet these criteria acted as a safeguard against the inclusion of potentially subpar or tangential literature. By maintaining stringent quality standards, SLR ensures that its findings and conclusions are based on the selection of papers.

4.4 Research Question Discussion

RQ1 : How do digital marketing communication strategies affect the promotion and visibility of tourist destinations?

Digital marketing communication strategies have revolutionized the promotion of tourist destinations and enhanced visibility (Kamsar et al., 2023; Primastahta & Evelina, 2022). In the digital age, these strategies utilize a wide array of online channels, such as social media, search engine optimization, content marketing, and online advertising, to reach a global audience (Amin & Priansah, 2019). By employing compelling visuals, engaging content, and interactive features, destinations can capture the attention of potential travelers (Amin & Priansah, 2019). The immediacy of social media platforms allows for real-time updates, showcasing the destination's attractions, events, and unique experiences (Raseru & Rosilawati, 2023). Through content sharing and viral marketing, these strategies can create a buzz, generating organic interests and brand advocacy among travelers. Moreover, search engine optimization techniques ensure that destinations are easily discoverable, thereby enhancing their online presence and search engine rankings. Thus, digital marketing communication strategies have become indispensable tools for not only promoting destinations, but also extending their visibility to a global audience (Kerdpitak, 2022).

RQ2 : What is the influence of marketing communication on tourists' decision-making process?

Marketing communication exerts a significant influence on tourists' decision-making processes at every stage of their journey (Gato et al., 2022). It begins with awareness, where well-crafted campaigns and content introduce travelers to potential destinations and experiences (Kerdpitak, 2022; Primastahta & Evelina, 2022). The informative nature of marketing communication provides essential details about attractions, accommodations, activities, and local culture, thus facilitating the research and planning phases. As travelers progress to the consideration phase, persuasive messages and compelling narratives, often backed by reviews and testimonials, guide them toward making informed choices (Amin & Priansah, 2019). The emotional appeal of storytelling and branding plays a crucial role in creating a connection as tourists often seek experiences that resonate with their personal values and aspirations. The presence of clear calls to action prompts them to book or engage further (Kerdpitak, 2022). Finally, the feedback loop continues post-trip, where user-generated content and post-travel communication maintain the connection, encourage repeat visits, and foster brand loyalty. Thus, marketing communication plays a pivotal role in shaping tourists' decisions and preferences throughout their journey (Amin & Priansah, 2019; Gato et al., 2022; Kerdpitak, 2022; Primastahta & Evelina, 2022; Raseru & Rosilawati, 2023).

RQ3 : How do cultural, social, and environmental factors influence the effectiveness of marketing communication strategies for sustainable and responsible tourism?

The effectiveness of marketing communication strategies in sustainable and responsible tourism is deeply influenced by cultural, social, and environmental factors (Primastahta & Evelina, 2022). Cultural considerations are paramount, as destinations seek to balance tourism development with the preservation of cultural heritage. Sensitivity to local customs, traditions, and cultural norms is crucial for communication strategies to ensure respect and authenticity. Social factors come into play in communities, and tourists increasingly demand responsible and ethical tourism practices (Amin & Priansah, 2019). Marketing communication must convey a commitment to sustainability, eco-consciousness, and responsible travel, catering to the evolving consumer consciousness. Environmental factors, including the state of natural resources and ecosystems, can also affect communication.

Messaging eco-friendly practices and conservation efforts resonates strongly with travelers who prioritize responsible tourism (Kerdpitak, 2022; Primastahta & Evelina, 2022; Raseru & Rosilawati, 2023). Strategies that align with these factors not only enhance the brand's reputation but also foster goodwill among tourists seeking meaningful and sustainable travel experiences.

5. Conclusion

5.1 Conclusion

Digital marketing communication strategies play a pivotal role in influencing the promotion and visibility of tourist destinations. These strategies leverage various online channels and create opportunities to engage with a global audience. The use of captivating content and interactive features, coupled with real-time updates on social media, allows destinations to generate interest and brand advocacy among potential travelers. Furthermore, effective search engine optimization techniques ensure that destinations are easily discovered online, enhancing their visibility on search engines. Digital marketing communication has become an essential tool for promoting tourist destinations and extending their reach to a global audience.

Marketing communication significantly influences tourists' decision-making processes across all stages of their journeys. From the initial awareness phase, where campaigns and content introduce potential destinations, to the consideration phase, where persuasive messages and compelling narratives guide informed choices, marketing communication shapes tourists' preferences. The emotional connections established through storytelling and branding play a crucial role in influencing decisions. Furthermore, there are clear calls for action prompt bookings and further engagement. Even post-trip, user-generated content, and post-travel communication maintain connections and foster brand loyalty. In summary, marketing communication is pivotal in shaping tourists' decisions throughout their journey.

Cultural, social, and environmental factors significantly influence the effectiveness of marketing communication strategies in sustainable and responsible tourism. Sensitivity to the local culture, traditions, and norms is crucial for ensuring authenticity and respect in communication strategies. Social factors, driven by increasing demand for ethical tourism, call for commitments to sustainability and responsible travel. Environmental considerations, including eco-friendly practices and conservation efforts, resonate strongly with tourists and prioritize responsible tourism. Aligning marketing communication with these factors not only enhances a brand's reputation but also fosters goodwill among travelers seeking meaningful and sustainable travel experiences.

5.2 Limitation

The literature reviewed may be limited to a specific time period, so the trends and strategies that emerged after that period were not covered. This affects the relevance of future findings in digital marketing communication.

5.3 Implication

The implication of this research is that industry players must continue to adapt and optimize the use of digital technology to remain competitive and attract tourists. The study also found that marketing communication plays an important role in every stage of a traveler's journey, from awareness creation to post-trip engagement. This implies that tourism players should design comprehensive and consistent communication strategies to positively influence travellers' decisions. Other implications are that industry players must ensure that their marketing messages are in line with local values, committed to sustainable practices, and promote environmental awareness. These implications emphasize the importance of adaptability, cultural sensitivity, and commitment to sustainability in designing marketing communication strategies in the tourism industry.

5.4 Suggestion

The suggestion for this study is that further research with a more comprehensive methodology and diverse data is needed. A more holistic approach that integrates digital and traditional channels and

considers geographical, cultural, and temporal variations will provide a deeper and more relevant understanding of the effectiveness of marketing communication strategies in the tourism context. Further research needs to be conducted to explore how marketing communications focusing on sustainability and cultural sensitivity can influence travelers' perceptions and travel decisions. This study could examine the different communication approaches used by destinations known for sustainable tourism and how they can be replicated or adapted to other destinations.

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