ORIGINAL

Current Advertising Approaches in Tourism: Effects on Consumer Behaviour and the Advancement of Tourism Activities

Enfoques Publicitarios Actuales en el Turismo: Efectos en el Comportamiento del Consumidor y en el Avance de las Actividades Turísticas

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ABSTRACT

Introduction: the relevance of the research topic is the need to adapt tourism enterprises to rapid changes in the advertising industry under the influence of digital technologies. In the context of the development of the modern advertising market, there is an active implementation of digital strategies, which allows to engage the audience more effectively and take into account changes in its behaviour.
Objective: the study aims to analyse contemporary advertising strategies in tourism, focusing on their impact on consumer behaviour and the promotion of tourism activities.
Method: the research methods included generalisation, synthesis, comparative analysis of the types of advertising strategies and statistical processing of quantitative data. A stratified sample of representatives of the tourism industry was used. Secondary data from consumers of different age groups were analysed. Statistics on modelling consumer behaviour were used to analyse the data. The article identifies effective advertising strategies in the digital environment.
Results: the modern advertising approaches in tourism have been analysed: content marketing, targeted advertising on social platforms, contextual advertising, and personalised offers. The study results showed that companies invest 2 times more in personalised advertising and targeting. In 2023–2024, native advertising strategies and an individual approach will prevail, and it is predicted that media tools on social networks will become widespread in the coming years. Social platforms and personalised advertising have become critical factors in attracting new customers.
Conclusions: prospects for further research include a detailed analysis of the impact of automation on advertising campaigns.

Keywords: Advertising Strategy; Tourism Industry; Consumer Behaviour; Digital Technologies; Tourism Market; Social Media; Advertising Personalisation; Marketing Campaigns.

RESUMEN

Introducción: la relevancia del tema de investigación radica en la necesidad de adaptar las empresas turísticas a los rápidos cambios que se producen en la industria publicitaria bajo la influencia de las tecnologías digitales. En el contexto del desarrollo del mercado publicitario moderno, se está produciendo una aplicación activa de estrategias digitales, lo que permite captar a la audiencia de forma más eficaz y tener en cuenta los cambios en su comportamiento.
Objetivo: el objetivo del estudio es analizar las estrategias publicitarias modernas en el turismo, los aspectos de su impacto en el comportamiento de los consumidores y la promoción de las actividades turísticas.
Método: los métodos de investigación incluyeron la generalización, la síntesis, el análisis comparativo de los tipos de estrategias publicitarias y el tratamiento estadístico de datos cuantitativos. Se utilizó una muestra estratificada de representantes del sector turístico. Se analizaron datos secundarios de consumidores de diferentes grupos de edad. Para analizar los datos se utilizaron estadísticas de modelización del comportamiento del consumidor. El artículo identifica estrategias publicitarias eficaces en el entorno digital.
Resultados: se analizan los modernos enfoques publicitarios en turismo: marketing de contenidos, publicidad dirigida en plataformas sociales, publicidad contextual y ofertas personalizadas. Los resultados del estudio mostraron que las empresas invierten 2 veces más en publicidad y segmentación personalizadas. En 2023-2024, prevalecerán las estrategias de publicidad nativa y un enfoque individualizado, y se prevé que las herramientas mediáticas en las redes sociales se generalicen en los próximos años. Las plataformas sociales y la publicidad personalizada se han convertido en factores críticos para atraer nuevos clientes.
Conclusiones: las perspectivas para futuras investigaciones incluyen un análisis detallado del impacto de la automatización en las campañas publicitarias.

Palabras clave: Estrategia Publicitaria; Industria Turística; Comportamiento del Consumidor; Tecnologías Digitales; Mercado Turístico; Redes Sociales; Personalización de la Publicidad; Campañas de Marketing.

INTRODUCTION

Advertising strategies closely interact with consumer behaviour, shaping unique approaches to building marketing campaigns. Consumers today make purchasing decisions due to various factors, from social and cultural to personal and emotional. Advertising can increase communication effectiveness between a brand and a customer and tailor an advertising message to the target audience's needs. For example, consumers inclined to make emotional choices respond better to advertising strategies focused on creating an emotional connection with a brand. On the contrary, rational buyers look for detailed information about the product.[1]

The specifics of advertising vary considerably depending on regional and cultural differences among consumers. In Western countries, advertising campaigns are usually focused on individualism and the uniqueness of the individual. Eastern cultures, such as China or Japan, emphasise collective values and social relationships. In the Middle East, advertising often emphasises traditional family values. In South Africa and Nigeria, advertising that considers national identity and the influence of ethnic groups is effective. In Europe, advertising also varies: in Germany, the emphasis is on precision and quality; in France, more attention is paid to aesthetics and cultural associations.[2] The differences between regions allow advertising strategies to be adapted to the mentality of the consumers of advertising campaigns.

Digital technologies have become a revolutionary factor in the advertising industry. Using big data algorithms allows advertisers to target their messages more precisely, reducing costs and increasing the effectiveness of their campaigns. Social media is opening up new opportunities for interactive video and visual content across the most popular platforms: Facebook, Instagram and TikTok.[2] They have the most significant impact on the youth audience. Use of analytics platforms: Google Analytics and Meta Ads Manager help advertisers track user behaviour in real time and instantly adjust advertising strategies.[3] As a result, it increases the flexibility and adaptability of advertising campaigns in the modern digital environment.

An analysis of modern advertising strategies in tourism shows that a significant shift in the emphasis of advertising campaigns to digital platforms and personalisation of advertising has marked recent decades. Yang[1] notes that traditional advertising tools have lost their effectiveness due to the development of new "artificial intelligence" technologies. Cheng[2] shows how modern consumers prefer personalised approaches through Instagram and TikTok platforms. This is also confirmed in the theses of Chaiboonsri[3], which point to direct interaction with the audience through visual content. According to Purnama Harahap[4], brands should be more active on social platforms and apply innovative approaches to communicating with potential customers. Research by Azevedo[5] highlights regional and cultural differences in the perception of advertising. For example, the study by Fook[6] proves that advertising campaigns based on cultural values are much more effective in

the Middle East, where advertising should emphasise family values and traditions. The study by Calderón Fajardo[7] concludes that in European countries, consumers are more focused on the quality and accuracy of the information advertised. That is why advertising strategies in these regions focus on the principles of information.

The impact of digital technologies on advertising strategies is discussed in the scientific literature. Kalıpçı[8] notes that the introduction of automation of advertising processes can significantly increase the effectiveness of advertising campaigns through precise targeting and the use of large amounts of data. The study by Williams[9] analyses the use of algorithms to assess consumer behaviour, the results of which help advertisers better understand the needs of the target audience. Banerjee's[10] case study is about platforms, such as Google Analytics and Facebook Ads Manager, which allow advertisers to adjust their campaigns in real-time. The researcher notes that this increases the flexibility and adaptability of advertising strategies in the modern digital environment.

Scientific developments emphasise the importance of integrating new technologies into tourism advertising. Researchers Farokhi and Namamian[11] point to the need for augmented reality to increase consumer interaction with travel brands. Using innovative solutions in advertising allows brands to provide interactive experiences for potential customers. According to Xue[12], tourists no longer just perceive information passively – they can interact with brands through augmented reality functions integrated into mobile applications. As the author Chu[13] notes, this can significantly increase the effectiveness of advertising campaigns.

In addition to technological aspects, consumer behaviour in different age groups also affects the effectiveness of advertising strategies. Weidmann[14] focuses on Generation Z, the most active user of TikTok and Instagram. Baieva[15] points out that long-term relationships with brands and reliability of information are essential for Generation X, so the promotion strategy, in this case, should focus on trust and sustainability of offers.

Scientists Mathew, Soliman[16] believe that advertising strategies based on analytical data are becoming more popular due to the accuracy of the calculation. This view is also shared by Keaney[17], who notes that using big data analytics allows for a better understanding of consumer behaviour and creating more personalised advertising messages. In his work, Bayev[18] emphasises the automation of processes in digital advertising, which increases targeting accuracy. This is confirmed by the article by Volgger[19], which reveals the use of analytical tools to adjust the campaign in real-time with minimal resources.

Thus, the literature review allows us to conclude that modern advertising strategies in tourism are radically changing. Digital technologies are radically changing the principles of organising advertising campaigns and the dynamics of their implementation. Personalisation of advertising, integration of technologies, and adaptation to cultural peculiarities are critical factors of successful advertising campaigns, which require additional research.

The article aims to study modern advertising strategies' impact on consumer behaviour. The main task is to outline the development of tourism activities with mass digitalisation and individualisation of marketing approaches. The study aims to identify the main tools that effectively attract tourists through social platforms and online advertising. The article includes an analysis of regional differences in the perception of advertising campaigns, an assessment of the effectiveness of various digital advertising formats, and the introduction of the latest technologies, such as augmented reality and social media tools. An important task is also to develop recommendations for optimising advertising strategies in the tourism sector, which will help to increase the effectiveness of marketing campaigns in the face of rapid changes in the market.

METHOD

The study used a combined approach to examine the impact of advertising strategies on the tourism sector, considering different economic conditions of technological progress. The research procedure included two main stages: data collection and data analysis.

For the first one, we used secondary data sources. They were obtained through surveys conducted among tourism marketing experts and representatives of advertising agencies.

This study is descriptive and involves the use of survey methods, case studies, and analysis of secondary data.

The sample was selected in a single variant using a random method, with a total of 200 respondents. This sample size was deemed justified in light of practical realities that need to be considered while ensuring sufficient power. The sample was compiled randomly to enhance the applicability of the study to the population under real-world conditions. The general population (sampling base) is represented by consumers within the tourism sector.

The sample consisted of 200 consumers of different age groups to study their perception of modern advertising campaigns in the tourism sector. The sample was formed using a stratified random method based on Qrcode-analysis data for the study. This allowed us to target consumer groups with different travel experiences.

We analysed reports from Statista, WorldTravel, the World Bank, and several other qualified sources,

including a sample of experts, hotel management, travel agencies, and consumers of different generations. A holistic approach allowed us to consider the behavioural and socio-economic differences between these groups.

The data analysis was conducted using mixed methods: quantitative and qualitative methods of statistical survey analysis.

For data processing, methods based on the Bayesian network principles elements were combined with a deductive method to model consumer behaviour and predict the effectiveness of various advertising campaigns. The proposed methodology allows for a more accurate consideration of the variables that influence the success of advertising strategies, including context, advertising content and user behavioural priorities. The article uses content analysis based on semiotic processing of secondary data. This was done to identify trends in the perception of advertising on the social platforms Instagram and TikTok.

RESULTS

An advertising strategy is a comprehensive process of planning and implementing actions to achieve marketing goals through advertising channels. The main concepts of strategy formation are the following elements: "defining the target audience", "selecting advertising channels", and "developing key messages". Given the technological advances, advertising strategies have changed significantly: new digital tools such as artificial intelligence, Big Data, and marketing automation have emerged. They have made it possible to create personalised advertising campaigns tailored to the needs of each audience segment. Modern technologies allow companies to use analytical platforms to accurately predict campaign performance and optimise advertising costs.

The development of the tourism market had relatively stable development dynamics, which contributed to the improvement of the approval of traditional means of advertising. Until 2019–2020, the most popular means of advertising strategies were promotion methods through existing advertising agencies and travel intermediaries. However, in the following years, catastrophic events occurred that radically changed the tourism market and the formation of an advertising strategy as an acceptable concept.

The COVID-19 pandemic, together with terrorist attacks and large-scale military conflicts - Ukraine and Israel – have had a significant impact on the stability of the travel market. The impact of the pandemic has been catastrophic for the industry, causing multi-year fluctuations in demand for travel services, from a sharp drop to a gradual recovery. Armed conflicts and terrorist threats have further exacerbated security issues, which have become a critical factor in choosing tourist destinations. Today's tourists pay primary attention to the level of security in the country and the region - any unstable areas cause a sharp decline in demand for tourism in these areas. Tourism operators are forced to adapt to the new realities by creating programmes with a higher level of security and maintaining online communication with tourists. Nevertheless, the overall state of the global tourism market is showing positive changes, as shown in figure 1.
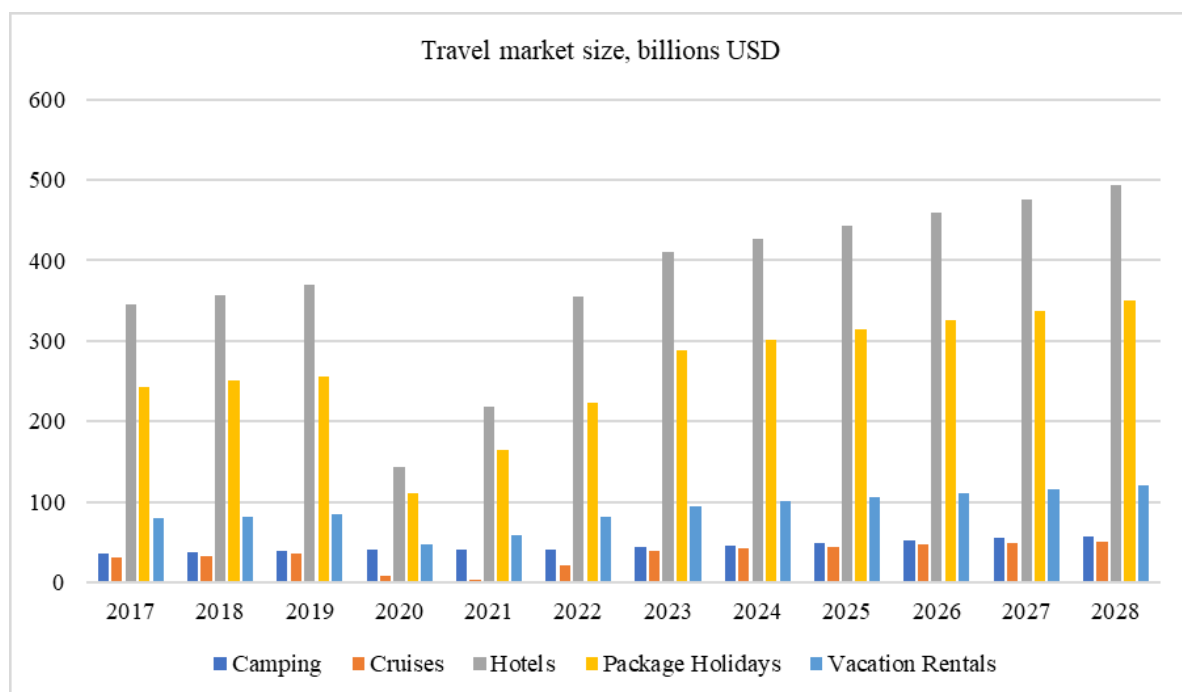

Figure 1. Tourism market dynamics on a global scale, billion dollars
Source: Compiled from[20]

Despite global crises, the travel market is showing steady growth, which opens up opportunities for developing the advertising industry through modern technologies. According to[21], the number of trips and the use of various travel services continues to grow. In 2020, when the impact of the pandemic was most pronounced, the cruise and hotel industries experienced a significant decline: cruise company revenues fell from 35,31 billion in 2019 to 8,08 billion, while the hotel segment fell from 369,8 billion to 143,9 billion. However, in 2023, the market began to recover: revenues in the cruise segment increased to 39,19 billion, and hotels almost returned to their pre-war level of 411 billion.

The growth dynamics lay the foundation for revitalising the modern technology-oriented advertising market. Growth is driven by trends in the use of strategies such as mass digitalisation and their implementation in social networks. Table 1 shows types of advertising strategies.

Table 1. Modern Types of Advertising Strategies in the Digital Age, as of 2024		
Type of advertising strategy	Contents	Objective
Mass advertising strategy	Use of traditional media (TV, radio, print media) to reach a broad audience.	Attracting the broadest possible audience to increase brand awareness.
Targeted advertising strategy	Advertising that targets a specific group of consumers, considering their interests and behaviour.	Attracting a narrow audience that is most interested in the product.
Guerrilla advertising strategy	Use of unconventional or shocking methods to attract attention for minimal money.	Creating a viral effect and increasing interest in the brand.
Influencing strategy through influencers	Collaboration with celebrities or bloggers to advertise a product or service.	Increase brand awareness among the influencer's audience.
SEO advertising strategy	Website optimisation to improve its position in search engines (Google, Bing).	Driving organic traffic and increasing the number of visitors.
PPC advertising strategy	Paid advertising on search platforms or social networks on a pay-per-click basis.	Quickly attracts traffic to the site, with effectiveness measured by the number of clicks.
Email marketing strategy	Sending newsletters or promotional emails to the target audience via email.	Maintaining customer loyalty and encouraging repeat purchases.
Retargeting strategy	Showing ads to users who have already visited the site or interacted with the brand.	Return of potential customers who did not complete the purchase.
Native advertising strategy	Embedding advertising in content on platforms (articles, videos) so that it does not look like advertising.	Unobtrusive attraction of customers' attention to a product or service.
Social media strategy	Use of social media platforms (Facebook, Instagram, TikTok) to promote the brand.	Attracting a young audience, increasing awareness through interaction.
Cross-promotion strategy	A collaboration between two or more brands for mutual advertising support.	Expanding the audience by joining forces with partner brands.

A common digitalisation trend unites most current advertising strategies, as each approach is increasingly integrated into digital platforms and tools in the modern world. Whether it is mass advertising, influencer marketing, or SEO, digital channels are becoming critical for communicating with the audience. With the advancement of technology, brands are actively using analytics, algorithms, and automation to target better and measure performance.

The digitalisation of the advertising market is accelerating, with social platforms such as Facebook, Instagram, TikTok and YouTube becoming the primary channels for advertising campaigns. Traditional advertising has changed as social networks have opened access to a vast amount of user data: advertisers can now build individual consumer profiles, allowing them to target their advertising messages more precisely. On the TikTok platform, brands use interactive "challenges" and video product reviews that collect millions of views in hours. Advertisers can customise ads based on interests, behavioural patterns, and even search history on Facebook. This increases the likelihood of reaching the target audience. Influencers have also become an essential tool: social platforms provide an opportunity to attract many influencers who can change a potential buyer's opinion with a short video or post. An advertising strategy generally has two components: the target audience and the communication tool, as shown in table 2.

Generations	Age range	Key trends	Advertising strategy
		Table 2. Generational Impact on Tourism Advertising and Marketing	
Baby boomers	1946-1964	25 % choose hotels with quality mattresses; holidays lasting more than a week	Promoting comfort and prolonged rest
Generation X	1965-1980	76 % travel the same way as before; 78 % want to be taken care of when travelling	Providing stress-reducing offers and services
Millennials	1981-1996	65 % save for travel, 42 % travel independently, 33 % seek cultural experiences	Targeted advertising of cultural events and offers for independent travellers
Generation Z	1997-2012	74 % book online, 36 % choose destinations based on social media	Use of social media and digital platforms to engage the audience
Source: compiled by the author based on data from[22]			

Each generation has unique behavioural characteristics, affecting advertising strategies in the tourism industry. For example, baby boomers (1946–1964) seek comfort and long holidays: 25 % choose hotels with high-quality mattresses, and most prefer trips lasting more than a week. Accordingly, advertising campaigns for this group focus on comfort and amenities, which makes this segment attractive to operators offering long tours. Generation X (1965–1980) is looking for care and stress reduction when travelling - their advertising priorities include discounted offers for relaxation services. Millennials (1981–1996) have a different travel approach: 65 % save money, 42 % travel independently, and 33 % seek cultural experiences. Advertising strategies for this generation focus on affordable travel options and cultural events. Generation Z (1997–2012) chooses destinations through social media, with 74 % booking online: this generation has become the leading consumer of digital advertising campaigns that integrate social platforms such as Telegram, What's Up, Instagram and TikTok.

In recent years, the major advertising platforms - Instagram, TikTok and Google Analytics – have significantly updated their tools for advertisers. Instagram has introduced interactive features such as polls and augmented reality, allowing users to interact directly with brands. TikTok has expanded opportunities for brands by launching special advertising formats: branded "challenges", 3D effects, and integration of purchases directly through video. Google Analytics has introduced new tools for tracking conversions and user behaviour: automated reports, machine learning analytics, and detailed analysis of customer journeys help advertisers better understand the effectiveness of their campaigns. Innovations have had a significant impact on advertising strategies. Companies can now measure campaign success more accurately, use their advertising budgets more efficiently, and customise their messages in real-time to increase audience engagement. With this dynamic, where the aforementioned companies are headquartered in the US and TikTok, advertising spending is on the rise, as shown in figure 2.
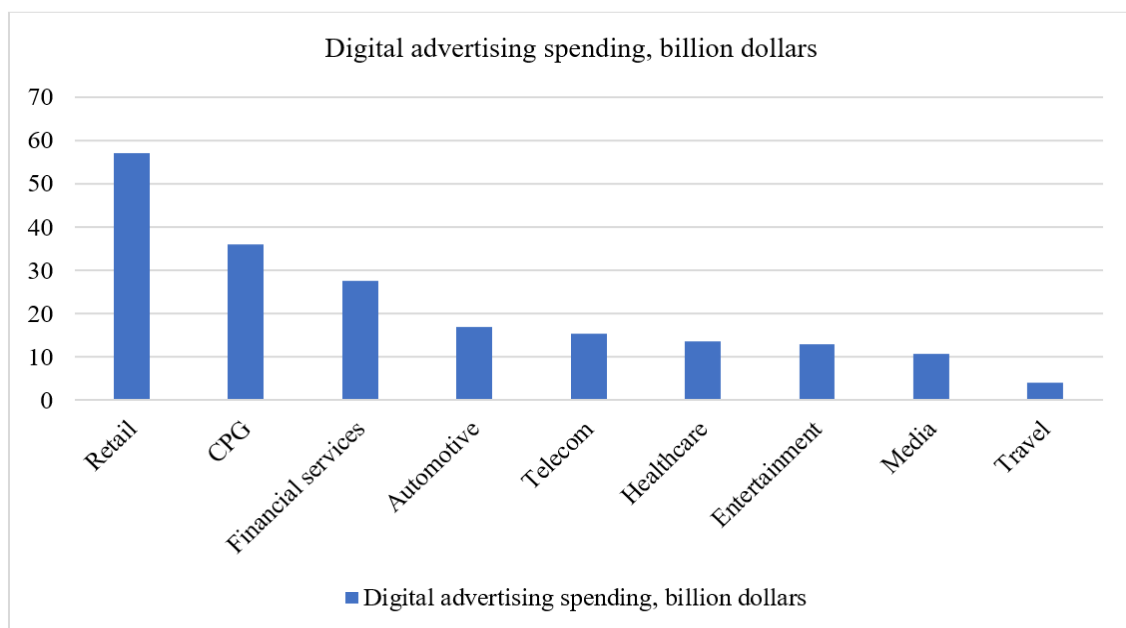
Figure 2. Digital advertising spending in the United States in 2022, by industry (in billion U.S. dollars)
Source: Compiled from[20]

The United States and China are the leaders in the global advertising market due to their dominance in digital technology and the presence of large companies. The US advertising market is the largest due to the influence

of corporations such as Google, Facebook and Amazon. These giants have powerful advertising platforms that provide control over advertising traffic and allow for precise targeting of consumers through massive user databases. Google offers one of the most comprehensive tools for tracking, analysing and customising advertising campaigns, making the US the centre of the global advertising industry. However, China is the main competitor with platforms like Baidu, WeChat and Alibaba. China is catching up with the US regarding technology and creating its platforms to promote services within global markets, making it a significant player in digital advertising.

According to the latest data from the World Bank, the digital advertising market is showing rapid growth in various sectors. Retail accounts for the largest share of expenditures - $57,2 billion, driven by the active development of e-commerce and the need to promote goods through online platforms. CPG (consumer packaged goods) comes in second with $36,03 billion, as this sector is constantly using digital advertising to increase brand awareness. Financial services is also an essential player in the advertising market, spending $27,63 billion, using advertising to attract new customers and offer specialised services. The automotive industry invests 17,01 billion in advertising and promoting new models and technologies. The telecoms and healthcare industries spend 15,32 billion and 13,63 billion, respectively, targeting a wide range of consumers. The existing advertising trends are described in more detail based on data from[22], with an improved proposal for influencing marketing strategy in table 3.

Table 3. Advertising Trends in Tourism and Their Marketing Impact

Tourism advertising statistics	Impact on marketing strategies	Innovative component
Tourism to recover by 88 % by the end of 2023 after falling in 2020	Focus on campaigns that emphasise safe and affordable travel	Create content that reflects positive feedback after the pandemic
35 % of travellers use Instagram for inspiration	Using short videos and visuals to engage travellers	Engage bloggers and influencers to distribute content
Hashtag #travel on TikTok gained 265,2 billion views by October 2024	Expand your presence on TikTok with short travel videos	Using viral content to reach new audiences
The use of QR codes in tourism has increased by 210 %	Integration of QR codes to provide tourist information and services	Implementation of QR codes in mobile applications and advertising campaigns
48 % of people plan trips based on user-generated content (UGC)	Involve users in content creation for authentic feedback	Motivating users to leave feedback through social media
70 % of hotel bookings are made via smartphones	Optimising mobile platforms for easy booking	Development of mobile applications with personalised offers
More than 50 % of consumers are influenced by films and TV shows when choosing holiday destinations	Promotion of tourist attractions featured in popular media	Cooperation with film studios to create tourist routes

Source: compiled by the authors based on data from[22]

Approaches to advertising strategies are changing significantly as the market becomes increasingly technologically advanced and digitally focused. Critical trends in travel advertising include a focus on the safety and affordability of travel after the pandemic, with campaigns actively leveraging positive traveller feedback to highlight an 88 % recovery in the market by the end of 2023. According to Qrcode's statistics, 35 % of travellers use Instagram for inspiration; therefore, advertising focuses on visual content and short videos, engaging influencers to spread the word. TikTok gained 265,2 billion views under the #travel hashtag in 2024, highlighting the need for brands to be present on this platform through viral content. QR codes in travel advertising have increased by 210 %, as integrating these codes into advertising campaigns allows tourists to access information and services quickly. Other trends include the increase in online bookings and the integration of user-generated content, significantly changing the structure of marketing strategies in tourism.

DISCUSSION

The results of our study confirm the effectiveness of personalised advertising strategies in the tourism industry, which coincides with the findings of many authors. For example, Dwi Purnomo[4] notes that Generation Z is an active social media user, and our results confirm that Instagram and TikTok advertising campaigns have the most significant impact on this age group.

Chen[23] argues that Generation X prefers stable and long-term brand relationships. Our results show similar

results – strategies that emphasise reliability are effective for this group of consumers. Niziaieva[24] emphasises the importance of augmented reality in increasing brand engagement, which we can agree with, as their use increases consumer engagement.

Shahab[25] researches the growing use of personalisation. This is because personalised advertising messages significantly increase conversion. While the study by Xue[12] points to the dominance of big data in advertising strategies, our results show that using Google Analytics analytical tools helps identify the target audience more accurately.

Mustafa and Ibrahim[26] argue that artificial intelligence technologies allow for precise targeting of advertising to consumers, and this is confirmed in our study - automated systems increase the effectiveness of advertising campaigns. Rattanamanee[27] concludes that analysing big data helps to identify behavioural patterns, which is confirmed by our results in travel advertising.

Faini[28] notes that automation of advertising processes helps to optimise budgets, and other authors' data confirm this thesis: automated systems can reduce advertising costs while maintaining high efficiency. Saienko[29] points to cultural differences in the effectiveness of advertising strategies: regional characteristics significantly impact the perception of advertising in the tourism sector.

Choi and Choi[30] emphasise the importance of considering consumers' mentality in advertising campaigns, which is confirmed by the results of the previous researcher. Thus, our study's results confirm scientists' conclusions while adding new evidence on the effectiveness of modern advertising strategies in the tourism sector.

An important finding is the confirmation that the personalisation of advertising and the use of new technologies significantly impact consumer behaviour. Adapting advertising strategies to cultural and regional specifics is critical to increase the effectiveness of marketing campaigns.

CONCLUSION

The analysis of current advertising strategies in tourism shows that modern consumers are increasingly inclined to interact with interactive advertising formats. Integrating personalised strategies via social media and digital platforms is becoming essential for attracting more customers and enhancing the effectiveness of advertising campaigns.

Our research has demonstrated that automating advertising processes based on big data analytics can improve targeting accuracy and reduce costs. The influence of modern tourism marketing on consumer behaviour and the promotion of tourism activities is most effectively realised through strategies like content marketing, targeted advertising on social platforms, contextual advertising, and personalised offers. Interactive videos and augmented reality trends allow brands to capture their target audience's attention and foster deeper engagement through interactive options, such as selecting a scenario or participating in interactive polls.

Overall, our research has shown that effective tourism advertising should combine complex components, such as the latest technologies, personalisation, and adaptation to regional peculiarities, to achieve maximum results in attracting consumers and developing the tourism industry.

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