

Tourism marketing through conservation in the digital era: A literature review

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Abstract

This study followed an innovative trajectory towards sustainable marketing approaches that a brought about through digitalisation. The focus being that tourism destinations are likely to attract more tourists if they apply digital marketing tools as compare to other traditional methods. Also in the sense that global tourism businesses are no longer looking at how to improve their bottom-line only but also considering the planet in the form of conservation. The reason being that modern tourists are now considering environmental sustainability before they visit a tourism destination such that tourism destination marketers should be ahead in setting up eco-friendly environments. It is through this study that digitalisation was considered to have an influence in sustainable tourism marketing through exposing conservation practices in destination. The therefore study applied a literature review methodology in order to obtain insights on the application of digital marketing and the influence it has in promoting conservation for improved tourism destination attractiveness. The findings of the study showed that digitalisation has intervened between tourism marketing and conservation. It has been found that digital technologies are spearheading conservation of the environment and culture which is also being used for promoting and selling the tourism destinations through showcasing on various digital platforms. Digital technologies have been found to have autonomy in predicting tourism demand, managing tourism destination carrying capacity and help tourists to do a pre-visit evaluation of a tourism destination. As part of a conservation initiative it showed that community involvement in tourism destination marketing sustainability is enhanced through digital technologies. The study therefore recommends an integrated approach by various stakeholders towards digitalisation in tourism destination for improved market where all conservation, training of destination marketers on the application of digital technologies to meet with potential tourists so as to sell their conservation initiatives and and coming up with clear digital marketing policies through public private partnerships (PPP).

Keywords: Digital marketing; tourism; conservation; tourist; sustainable; technology

Introduction

In the current most tourism destinations are engaging eco-friendly practices to improve their marketing strategies with the aim of attracting modern travelers who are increasingly becoming environmental (Bahja & Hancer, 2021). This shows that going forward tourism marketers are able to improve in their attraction of tourists through conservation. However, there are few studies in the era of digitalisation that have looked at the nexus between tourism marketing and conservation. This might form an effective contemporary marketing strategy not for existing tourism destinations only but those emerging and rejuvenating. As informed by Kamsar et al. (2023) in this era of connectivity it is important for tourism destinations to apply digital marketing

technologies which are helping in redefining their engagement with travelers and mold perceptions as a driver for economic growth. Mariani et al. (2021) concurred by informing that digital marketing is trending in the tourism industry as fundamental shift in how destinations market themselves. As a focus of this study to improve in the knowledge and application of digital marketing Chamboko-Mpotaringa & Tichaawa (2021) supported the low initiative through related researches by informing that the greatest interest in tourism digital marketing research was registered in Tourism Management (22%) and Journal of Destination Marketing and Management (20%), with the interest falling to as low as 2% in other journals.

In the same sense there is an opportunity for tourism operators especially in Africa to improve their marketing strategies through conservation. Zhao (2023) announced that there are various strategies for digital marketing in Africa which are promoting innovative approaches that seek to connect with the continent's rich natural and cultural heritage. Mutanga et al. (2023) concurred by postulating that the evolution of digital marketing in Africa gives a reflection of a commitment by the continent to showcase the unique identity that is anchored on sustainable tourism growth. This shows that digital marketing can be applied by African countries to improve on their conservation which will at the same add on to the existing traditional marketing strategies. Digital marketing therefore is becoming a key for sustainability that can also improve visibility of tourism destinations. At the same time becoming a driver of best eco-practices in the viewpoint of tourists when they feel comfortable to visit and stay in a destination that is conservation oriented. According to Gholamhosseinzadeh et al. (2023) destinations are able to create captivating content through digital marketing blogs, videos, articles and other visual storytelling that are helping to showcase the unique offerings available.

To a greater extent the abovementioned matters are strongly in line with the triple bottom line agenda that mainly consider the People, Planet and Profit as a contemporary practice for business sustainability. The focus of this study was then inspired by the need to improve traditional marketing strategies to sustainability through digital interventions. On the other hand tourism as a service faces many challenges in its selling and marketing based on the common characteristics of being intangible, inseparable and perishable amongst others. Hence in the tourism marketing activities it is difficult to qualify and quantify conservation without the tourists themselves first visiting the tourism destination for a moment of truth. It is even more difficult for those who once visited the destination to refer others who have not yet visited the same destination. Digital marketing intervention can bridge the gap between pre-consumption, actual and post evaluation. As concurred by Jia et al. (2023) digital technologies provide Virtual Reality (VR) and Augmented Reality (AR) which does not only captivates potential tourists but also help in unveiling some unclear concerns and expectations of modern travelers who require adequate informative pre-travelling experiences.

Conservation in its perspective is broad depending on the type of tourism activity that is taking place. This is because there are various sectors within the tourism industry ranging from travel, resorts, and accommodation. In relation to this study Mascarenhas et al. (2021) informed that the global tourism industry is increasingly becoming concerned on the environmental impacts it causes such that there is pressure to align marketing efforts with sustainable goal matters. This study therefore interrogated these main three sectors in order to come up with the most effective conservation interventions.

Digitalisation has come as contemporary tool for business sustainability which has gained popularity in its adoption across all global sectors of the economy. According to Mallick (2023) the existing competitive landscape is no longer based on the existing physical attractions only but is extending to the digital realm, where tourism destinations are engaging with strategic digital marketing in order to improve their visibility and appeal. The tourism sector is growingly moving towards this configuration through various technological innovations. That is the use of smart conservation with their specific applications in resorts, accommodation and travel. Loureiro & Nascimento (2021) further stipulated that collaboration between technology providers, businesses and tourism boards is going to be essential in coming up with and adopting sustainable digital marketing that improves the overall environmental sustainability of the tourism industry. In that perspective there are various digital platforms for improved communication, convenience, visibility and efficiency of industries. Proctor et al. (2023) announced that tourism boards and other forms of businesses are using digital platforms like Twitter, Facebook and Instagram to share cultural experiences, vibrant visuals and stories that resonate with audience across the globe. These are usually anchored on Artificial Intelligence (AI) which has seen optimization of processes through data mining and analysis for better decision making and operations.

Statement of problem

There is a growing uproar by various stakeholders mainly communities that are surrounding areas of touristic activities on the environmental damages that they are experiencing through tourism. These are being caused by both the tourism operators and visitors as they participate in various activities. In relation to these conservation matters it is becoming difficult to market these tourism destinations since the global awareness is on eco-friendly operations. Tourists are becoming more sensitive such that they patronize only those tourism destinations that are environmental friendly. According to Mascarenhas et al. (2021) the travel and tourism industry is facing scrutiny over the environmental impact it is causing such that it is under pressure to align marketing efforts with sustainability goals. Several studies (Gholamhosseinzadeh et al., 2023; Kamsar et al., 2023; Mariani et al. 2021; Mallick, 2023) have been done in relation to digital marketing and tourism but did not look at the mediating role of environmental conservation for better visibility and attraction. Also even with

Chamboko-Mpotaringa&Tichaawa (2021) did a systematic literature review on digital tourism marketing, they did not look at the connection with conservation for digital marketing based on conservative tourism. This study therefore further interrogated various literature in order to come up with the possible conservation marketing strategies for tourism destinations. As supported by Labanauskaitė et al. (2020) that the potential of digital travel applications have not yet been fully exploited. Furthermore, Loureiro & Nascimento (2021) postulated that there is need for collaboration between tourism boards and technology providers in order to come up sustainable digital marketing tools that help in improving overall environmental responsibility of the tourism industry.

Research objectives

- To examine the effect of conservation on the marketing of tourism destinations in the digital era
- To understand the digital interventions that can be applied by a tourism destination for conservation
- To explore digital marketing methods that can be infused with conservation for improved visibility by tourism destinations
- To recommend tourism conservation marketing strategies that are digital driven

Literature review

Tourism destination marketing

Tourism marketing is vital in making the potential visitors know about the existing of a tourism destination. According to Ryan (2019) marketers should move away from the old way of doing their business since it is no longer sustainable such that the notion of doing business 'as usual' is no longer existing. In the same viewpoint Chen & Lin (2019) postulated that for the tourism industry there is an exciting global rapid growth in application of digital marketing technologies. This shows that as a new way of marketing the global tourism industry has embraced digital technologies in order to improve its connection with potential tourists.

The use of effective marketing methods helps in getting closer to the potential tourists so as to make them aware of places and touristic activities that are available in that particular destination. Destination Marketing Organisations (DMOs) are responsible for promoting tourism activities in a country from time to time. These use various strategies that are particularly focused on a specific theme or selling the whole destination together with its available endowments. Also other operators in the private and public sector have a responsibility of marketing the tourism destination to its potential tourists. According to Dwyer & Kim (2003) in their model for destination competitiveness both the private and public sector should collaborate in order to discover contemporary

possibilities that help in discovering new possibilities for the development of the destination. It is therefore important for tourism destinations to keep on promoting its offerings from time to time using newer means especially new technologies as the focus of this study. Besides informing potential tourists through various promotional activities tourism marketers are also responsible for reminding those who have once visited for a repeat visit and inform on any new developments that will be happening in their destination.

Marketing is therefore a critical tool for destination awareness and visibility. In addition effective marketing of a tourism destinations helps to improve the brand equity of the whole nation and other specific touristic areas in a country. This is supported by some founding scholars in brand equity (Aaker, 1991; Keller, 2008; Konecnik & Gartner, 2007) who postulated that brand equity has become one of the key achievements in the area of marketing as it measures the value of a brand in the customer's mind. These branding measurements for a tourism destination includes destination's brand image, its perceived brand quality, brand loyalty and brand association which are achievable through effective marketing. Therefore digital technologies play an intermediating role improving brand equity of the tourism destination. Even with such knowledge and researches there has been a little research on the influence of conservation in the attractiveness of a tourism destination. Where marketers of tourism destinations are still yet to find the nexus between conservation and effective marketing of tourism destinations across the globe. This has become more of a focus especially in the advent of digital technologies that have proved to be effective and efficient in connecting potential tourists and the tourism destination together with its offerings. As announced by Kannan & Li (2017) digitalisation has change the business ecosystem such that organisations have also changed the way they compete in a marketplace.

Digital marketing has therefore became a modern intervention that can help to escalate destination brand vibrancy so as marketing visibility of conservation that is taking place in a tourism destination. According to Dewantara et al. (2023) the digital marketing landscape is rapidly evolving in the tourism sector with associated challenges and opportunities for both the marketers and the destination itself.

In the tradition this marketing was mainly human orientated as tourism is a service driven by people rather than technology. However, the modern marketing practices across the globe have changed the way of service marketing and delivery. To date tourism has been influenced by various modern technologies in order to improve destinations' visibility, reaching of potential tourists and integration of various stakeholders for unified marketing effort. Various technologies including Chatbots, social media and other forms of wide network systems have improved effective marketing of tourism destinations. This is supported by Rane (2023) who alluded that in the advent of digital marketing Chatbots that are inspired by Artificial Intelligence (AI) are providing real-time assistance to potential visitors at the same time answering queries, providing personalised recommendations and superb experience for the users.

In the thrust of this study the same technologies can help in providing conservation opportunities to spearhead marketing of tourism destinations.

It is highly evident that there is need for an integrated effort between humans and technologies in order to come up with effective marketing strategies for the tourism industry.

Various studies (Kaosiri et al., 2019; Alamsyah et al., 2020; Mehra, 2023) have looked at the intervention of digital technologies in the marketing of touristic activities with an aim to strike a balance between human and technology efficiencies. In most researches (Dredge et al., 2019; Cajander & Reiman 2019; Ntouniset al., 2022) it has been concluded that tourism as a service oriented industry still need human effort in order to have effective marketing. Notwithstanding that technologies can go beyond human effort in executing some critical roles for effective marketing. These includes the ability to predict tourists' demand (Xie, Li, et al., 2021). Also being able to calculate destination carrying capacity for sustainability (Peeters et al., 2018), help potential tourists to fully understand the destination before an actual visit (pre-consumption evaluation) and flag areas for improvement as a guide to tourism providers. In this way intervention of both humans and technology in the marketing of tourism destinations has helped in achieving a state of equilibrium in the demand and supply of tourism products/services. This has even been made easier to achieve through the application of AI which is growing in its application by tourism providers around the globe.

Tourism Conservation

Conservation is a critical pillar in the sustainable development and management of tourism destinations. The concept favors responsible tourism by both the providers and tourists. According to Kastenholz & Gronau (2022) the concept of responsible tourism is growing in popularity and at the same time digital marketing is leading in promoting involvement by community members and preservation of culture. It is imperative to integrate digital marketing technologies with conservation for sustainability and tourism businesses around the globe should embrace this practice. Various authors (Melane-Lavado et al., 2018; Garay et al., 2019; Sunarya et al., 2023) have announced that in order to survive in the global competitive world it is vital for marketers to engage sustainability matters. This can be viewed as a triple bottom line agenda that is moving from a profitability agenda only but to also consider the planet and people as part of tourism business success. Dwivedi et al. (2023) concurred by stipulating that the impact of digital marketing on the growth of tourism has gone beyond only economic considerations to also have cultural implications. This means that those businesses that are moving towards this bandwagon are more likely to attract customers than those who are for their profitability only. In the same view point, tourism destinations do not exist in vacuum but where people, wildlife and plants are sharing the same ecology. In order to reach this achievement, Bardukova (2023) announced that now tourism destinations are leveraging social media and other online platforms in order to showcase their community-driven initiatives and responsible tourism practices. In response there is therefore need for a monitored and informed model that strengthen a perfect cohabitation. This promotes conservation that makes tourism viable for the

present and future generations. The global modern tourist is highly informed and now only patronise those destinations that are friendly to their ecology through conservation practices. Mascarenhas et al. (2021) concurred by postulating that the travel industry globally is increasingly facing scrutiny with regards to its environmental impact such that tourism destinations are facing more pressure to align their marketing efforts with sustainability goals.

It is through this study that marketing for tourism destinations is being assessed for effectiveness through conservation. Various authors (Loureiro & Nascimento, 2021; Mascarenhas et al., 2021) have discovered that tourism marketing can be influenced by sustainable management of the existing tourism resources in a destination. Loureiro & Nascimento (2021) further postulated that collaboration by businesses, tourism boards and technology providers is needed in order to develop and adopt sustainable digital marketing that will lead to the overall environmental responsibility of the tourism industry.

However, there is little discussion on the type of conservation that can help to improve in the marketing of tourism destinations. Furthermore in the advent of digital marketing technologies some researchers have discovered that these have an effect on the conservation visibility and awareness of tourism destinations. As postulated by Bahja & Hancer (2021) destinations are moving at a fast pace in adopting eco-friendly marketing practices that resonates with the values of travelers who are environmentally conscious. This study therefore has been guided by the same viewpoints that digital technologies can enhance conservation and marketing of tourism destinations. There is need to unpack the key conservation drivers that are attractive to tourists which can be easily traced and showcased through digital technologies for sustainable tourism destination marketing.

Digital marketing

The digital era has immensely influenced marketing of tourism destinations across the world. This is supported by Magano & Cunha (2020) who postulated that the intervention of digital technologies has changed the rules in marketing. In the same drive digital marketing has resulted in the use of modern technologies to influence potential tourists' visits for tourism consumption as spearheaded by techno-marketing strategies which are re-engineering the traditional marketing methodologies. Furthermore Srinivaasan & Kabia (2020) exposed that the application of mobile technologies such as smartphones has improved promotion of travel and tourism industry from the conventional methods which then led to effectiveness in information search, proper selecting and exploring destinations also simplifying the post-tour management for transformative travel experiences. It shows that digital mobile technologies for marketing have become an additional factor from the traditional

personal marketing by individuals and groups conveniently linking with the global business communities in the shortest time possible. Therefore the advantage of digital marketing is that through technological innovations it streamline and optimize processes.

In order to move in line with this current development there is need for adaptability by marketers in the adoption of various technologies such as augmented reality, artificial intelligence, augmented reality, and virtual reality (Wedel et al., 2020). The reason being that there are various digital platforms that a marketer can rely on to meet, showcase and exchange tourism offerings with existing and potential tourists. According to Cooper et al., (2021) there is need to complement the movement by the modern travelers who are now researching and planning their trips online such that the available digital platforms have changed to become channels for destination promotion. Destination marketers are at the same time are increasingly becoming more able to serve specific needs of tourists in a personalised way through digital technologies that have managed to enhance customisation of their offerings. Rosid et al., (2023) in support postulated that the digital transformation has evolved from targeted advertising campaigns to personalised offering together with data analytics that has helped in empowering marketers to be able to provide content that resonates with specific demographics making their marketing strategies more effective. As a reflecting of the above mentioned literature it shows that most studies have informed that digital technologies help tourist to know existing offering before a visit, some announced that these connects a large group of tourists to share their conservation experience about a particular tourism destination and others provided sentiments that digital technologies can flag where conservation matters are being short-changed by tourism providers. This study has therefore went further in order to understand the specific digital technologies that help to improve conservation and marketing of tourism in destinations. Though some few researches have informed on some digital technologies that can applied in conservation and marketing of tourism destinations.

Table 1.1 Main findings from the reviewed literature

Author(s)	Focus	Key outcomes
(Kastenholz & Gronau ,2022; Dwivedi et al., 2023; Bardukova, 2023; Mascarenhas et al.,2021 ; Loureiro & Nascimento, 2021; Bahja & Hancer, 2021)	Conservation and digital tourism marketing	• Responsible tourism that is promoting community involvement through digital marketing • Digital marketing is helping in improving preservation of culture by community members

		• There has been immense growth in economic returns through digital marketing • Tourism destinations are leveraging social media and other online platforms as digital marketing tools in order to showcase their community-driven initiatives and responsible tourism practices • Digital marketing is helping in minimizing negative impact on the environment aligning marketing efforts that support sustainable goals • Tourism destinations are now adopting digital eco-friendly marketing practices that resonates with modern environmentally conscious travelers
(Srinivaasan & Kabia, 2020; Wedel et al., 2020; Cooper et al., 2021; Rosid et al., 2023; Kamsar et al., 2023; Zhao, 2023; Gholamhosseinzadehet al., 2023)	Digital marketing in reshaping tourism industry	• It has improved promotion of travel and tourism industry from the conventional methods now with more effective information search, proper selecting and exploring destinations • Digital marketing helped in simplifying the post-tour management for transformative travel experiences • Led to the adoption of

		various technologies such as augmented reality, artificial intelligence, augmented reality, and virtual reality for a better tourism and travel experience • Complements with the movement by the modern travelers who are now researching and planning their trips online such that the available digital platforms have changed to become channels for destination promotion • Digital transformation has evolved from targeted advertising campaigns to personalised offering together with data analytics that has helped in empowering marketers to be able to provide content that resonates with specific demographics making their marketing strategies more effective • Digital marketing is helping in improving connectivity technologies which is redefining engagement with travelers and molding a positive perceptions as a driver for economic growth • Provides strategies for digital marketing in Africa helping to promote innovative approaches
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		that seek to connect with the continent's rich natural and cultural heritage • With digital marketing destinations are able to create captivating content through blogs, videos, articles and other visual storytelling that are helping to showcase the unique offerings available
Jia et al. (2023)	Ability to make pre-visit decisions by tourists through digital technologies	• Digital technologies provide Virtual Reality (VR) and Augmented Reality (AR) which does not only captivates potential tourists but also help in unveiling some unclear concerns and expectations of modern travelers who require adequate informative pre-travelling experiences
(Melane-Lavado et al., 2018; Garay et al., 2019; Sunarya; Mutanga et al., 2023); Mascarenhas et al., 2021; Mallick, 2023; Loureiro & Nascimento, 2021; Peeters et al., 2018)	Digital sustainability in tourism	• In order to survive in the global competitive world marketers are using digital technologies to promote sustainable tourism developments • Digital marketing in Africa gives a reflection of a commitment by the continent to showcase the unique identity that in anchored on sustainable tourism growth • The global tourism industry is increasingly becoming concerned with the environmental impact it causes suchthat digital marketing has helped to

		showcase some of the sustainable initiatives in most competitive destinations • The existing competitive landscape is no longer based on the existing physical attractions only but is extending to the digital realm, where tourism destinations are engaging with strategic digital marketing in order to improve their visibility and appeal • collaboration between technology providers, businesses and tourism boards is going to be essential in coming up with and adopting sustainable digital marketing that improves the overall environmental sustainability of the tourism industry • Digital marketing technologies are helping tourism destination managers to easily calculate and determine destination carrying capacity for sustainability
Bahja &Hancer (2021)	Tourism destination competitiveness using digital marketing	• Digital marketing is helping by providing marketing strategies with the aim of attracting modern travelers applying technological searches for a favorable destination to visit
(Rane, 2023;Xie, Li, et	Effective marketing	• The advent of digital

al., 2021)	management of tourism destinations	marketing Chatbots that are inspired by Artificial Intelligence (AI) are providing real-time assistance to potential visitors at the same time answering queries, providing personalised recommendations and superb experience for the users • Digital marketing tools used by tourism destinations have the ability to predict tourists' demand
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Results and Discussions

There is a progressive movement towards sustainable marketing as discovered from the reviewed literature. In the current conservation has become an attraction to the tourists such that they are no longer visiting or associating with a tourism destination that is not practicing conservation in all aspects of tourism. The tourism destination managers and marketers are therefore forced to adapt to the same in their management as marketing of tourism destinations. This has resulted in destinations not only showcasing their conservation practices but at the same time branding themselves as progressive in conservation making them more attractive to the modern tourists. In the advent of digital marketing most of the reviewed literature agree that it is no longer business as usual in the sense that the integrated technologies are effectively and efficiently showcasing the conservation practices to potential tourists. At the same time these digital technologies are helping destination managers and marketers to obtain instant data about the key conservation practices in their tourism destinations at the same time advising the expectations of their potential tourists. It is therefore imperative to fuse human intervention with digital technologies in the conservation and marketing of tourism destinations.

Community involvement in the conservation of tourism resources has been also enhanced through the application of digital technologies. As informed in various literature digital technologies have the power to connect various members of a tourism destination as individuals, groups and organisations on a best conservation practice. This might be guided by spearheading global sustainable goals or those that have been developed to address specific community conservation matters. Cultural preservation has been on the key of conservation especially in Africa where global tourists have mostly been attracted by the aesthetic and original preserved culture. This also goes beyond management of tourism destination carrying capacity which is a challenge in

most existing and emerging tourism destinations in a drive to balance between destination carrying capacity and number tourists' visits. This has been made easier through digital data driven carrying capacity that inform the precise number of tourists to visit the destination at a particular interval. It has helped also in environmental protection as a conservative strategy that further attracts the modern tourists easing the destination marketers' effort and reducing marketing budgeted costs.

Tourism industry is highly affected by seasonality which has in the past made it difficult for the destination managers and marketers to predict tourism demand from one season to another. The advent of digital technologies has made it easier to predict demand for financial sustainability through yield management. This is because through simulations and integrated digital modules destination managers and marketers are able to accurately determine future visits and prepare for a superb provision prior to tourists' visits. This helps to plan guided by numbers so as to influence the appropriate marketing strategies, budgets and even customisation of the tourism service and products.

As most tourism destinations are becoming unpredictable with regards to safety and expected touristic experiences digital intervention has also made it easier for the tourists to get informed pre-visit experience. Tourists are now able to know about the expected experience they will get in a tourism destination through digital platforms. This include historical and real time information that is almost adequate to inform them about the experience they will have in that particular destination. At the same time destination marketers can upload information on these digital platforms to inform what they can offers and the experience so as to guide the potential tourists.

The review literature has informed various methodologies that can be applied in improving tourism destination visibility through digital marketing. These include blogs, videos, articles and other visual storytelling that are helping to showcase the uniqueness of a tourism destination. They are a combination of Virtual Reality (VR) and Augmented Reality (AR) which does not only captivates potential tourists but also help in unveiling some unclear concerns and expectations of modern travelers who require adequate informative pre-travelling experiences. To add on are Chatbots that are inspired by Artificial Intelligence (AI) are providing real-time assistance to potential visitors at the same time answering queries, providing personalised recommendations.

Conclusion

The study reviewed various literature studies with the aim to meet its objectives. This mainly helped to understand how Tourism marketing through conservation can be enhanced in the digital era. There were several insights which can benefit both existing and emerging tourism destinations across the globe. Mainly that conservation has become a newer way for marketing tourism destinations. The study showed that tourists are becoming environmentally friendly which is becoming a priority to them when they

decide a destination to visit. At the same time digitalisation has intervened between tourism marketing and conservation. It has been found that digital technologies are spearheading conservation of the environment and culture which is also being used for promoting and selling the tourism destinations through showcasing on various digital platforms. Digital technologies have been found to have autonomy in predicting tourism demand, managing tourism destination carrying capacity and help tourists to do a pre-visit evaluation of a tourism destination. As part of a conservation initiative it showed that community involvement in tourism destination marketing sustainability is enhanced through digital technologies. Conclusively tourism marketing strategies through conservation have been agreed by various literature to be strongly positively influenced by digital technologies..

Recommendations

The study therefore recommends the following:

- There should be an integrated approach towards digitalisation in tourism destination for improved market where all conservation developments for sustainability should be stored, updated and showcased easily to the target markets. It is a responsibility of every member of the tourism destination management and marketing to link their conservation activities with a centralised digital platform for improved attractiveness and visibility.
- Tourism destination marketers and other related professionals should be trained with supporting technologies on the application of digital technologies to meet with potential tourists, selling conservation initiatives and continuously upgrade their databases for tourists to be able to retrieve updated information about the tourism destination before and after a visit.
- Just like in any other type of industry, tourism needs clear policies to guide and protect innovation. There is therefore a need for a collaborated public private partnership (PPP) in coming up with digital marketing policies for emerging tourism destinations.
- Lastly, from the reviewed literature it shows that there has been a wide global shift from mere tourism conservation to a digital marketing oriented approach. In that sense contemporary marketers should take up this drive for as sustainable competitive advantage.

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