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Content Marketing as a Tourism Promotion Strategy: A Conceptual Review

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Abstract

The global tourism industry is characterized by a fluctuating and unpredictable market environment, where advanced marketing approaches are essential to gaining and maintaining competitiveness. Content marketing has emerged as a powerful strategy to promote tourism services in such conditions. Its potential in achieving various marketing objectives makes it one of the primary choices for managing communication with target audiences. As online technologies develop, modern trends emerge at the same pace. Adopting these trends and technologies ensures an effective influence on travelers' behavior. Furthermore, to establish long-lasting and valuable relationships with customers, content marketing decisions must be data-driven. Thus, successful management of marketing communications in the tourism industry relies heavily on content creation, distribution across various channels, and the evaluation of its effectiveness. However, challenges related to measurement precision persist. To address these challenges in content marketing management within the tourism sector, it is essential to regularly examine the issue as it evolves both theoretically and in terms of practical application. The issue is multifaceted and requires complex research considering multiple factors. This paper reviews the concept from various perspectives to analyze the key aspects of modern content marketing management in tourism, which is the objective of the study. To achieve this, a contemporary literature review is conducted. The final section of the paper

provides conclusive remarks and findings regarding the management of content marketing in the current conditions of the tourism industry and technological advancements.

Keywords: Content marketing, Tourism promotion, Digital marketing

Introduction

The promotion of tourism services and destinations requires a myriad of approaches, methodologies, and marketing tools to overcome intense competition in the global tourism marketplace. Content marketing is a strategic option, offering a potential competitive advantage for tourism entities. Its versatility in addressing diverse marketing objectives incentivizes businesses to integrate it into their marketing plans. With the development of digital technologies and marketing approaches, both consumer behavior and content marketing experience constant evolution. Thus, the issue is highly significant and necessitates ongoing research into both its theoretical foundations and practical applications.

The definition of content marketing can be interpreted in various ways. Nonetheless, scholars and practitioners generally agree that it focuses on providing consumers with value through relevant information and ideas. Content includes the text that forms webpages, as well as rich media such as videos, podcasts, blogs, and social media posts, aiming to attract or retain customers (Vinerean, 2017). Modern content marketing is often referred to as "digital content marketing," as it is primarily conducted through digital media (Gurjar et al., 2019). Given that consumer behavior is significantly shaped by information obtained from digital channels, content marketing serves as one of the primary strategies for maintaining effective communication with customers. However, content marketing is a long-term strategy, with results often becoming apparent only after several months, and in some cases, years of consistent effort (Poradova, 2020).

Content marketing has become an integral part of the marketing strategies within the tourism industry. One of its primary advantages is its strong association with value creation for fostering relational brand relationships (Ho et al., 2020). The enduring relationship between tourism industry entities and travelers is largely based on the exchange of information, impressions, recommendations, storytelling, entertainment, inspiration, instruction, guidance, assistance, and, most importantly, emotions. Content marketing has the potential to incorporate and address each of these elements throughout the customer journey, encompassing stages such as awareness, consideration, purchase, and post-purchase actions.

The evolutionary nature of marketing, alongside other strategies, is also evident in content marketing approaches. Marketing requires not only

new tools but also the reshaping of its practices due to shifts in consumer thinking. Modern consumers have access to vast information and are capable of making informed decisions (Taqi et al., 2019). This is particularly true for tourism-related services, where customer journey stages are highly intense. Before making a decision, potential consumers gather a significant amount of information, analyze it, compare alternatives, and make final decisions based on careful consideration. Content marketing serves as one of the key influencing factors in this decision-making process. Therefore, content marketing tactics and strategies must align with rapidly evolving marketing methodologies, shifting consumer behavior, and market fluctuations. Specifically, the global tourism market is highly volatile due to various factors, including geopolitical, economic, environmental, and health-related issues. Additionally, the diversity of local cultural peculiarities compels tourism organizations to adopt advanced marketing strategies and techniques to target relevant audiences (Mathew & Soliman, 2021). Content marketing is regarded as one of the most effective strategies for managing communication in such a diverse and fast-changing environment.

It is also noteworthy that content marketing is one of the most effective methods for implementing permission marketing approaches. The importance and effectiveness of permission principles in marketing communications are extremely high. Modern consumers' decisions and behavior are significantly influenced by permission marketing activities. Conversely, the effectiveness of interruptive advertising is rapidly declining. Thus, the use of content marketing in tourism promotion is relevant due to its potential to sustain permission-based communication with target audiences.

Given the diverse opportunities content marketing offers in tourism promotion, it is essential to review the concept from multiple perspectives. The focus should be directed toward the following aspects: emerging trends, communication channels, their impact on destination image, influence on customer behavior, and methods for measuring results.

Methods. A comprehensive literature review was conducted to analyze the issue from various perspectives. Studies and research obtained from reputable and influential sources were utilized to ensure the credibility of the findings. The sources reviewed analyze key issues and aspects of content marketing in the tourism industry. Predominantly qualitative data were used to examine key aspects of content marketing and its application in tourism promotion. Relevant sources were synthesized to form a unified review of the issue, which constitutes the objective of this study. The selection of sources was guided by relevance, recency, and their contribution to understanding modern trends in content marketing.

Results. A comprehensive analysis of the key aspects of content marketing in tourism promotion was conducted, offering a multilateral

examination of the concept. This study addresses the theoretical gap by examining contemporary approaches and emerging methods in the field, a task that remains a continuous necessity due to the dynamic nature of content marketing and tourism promotion. In doing so, it contributes to the ongoing discourse on content marketing's evolving role in tourism promotion. The study provides insights for both marketing researchers and practitioners, highlighting effective strategies for the implementation of content marketing in tourism promotion. As a result, it provides a multifaceted, up-to-date analysis of the issue.

Opportunities and modern trends

The diverse opportunities offered by content marketing enable tourism entities to achieve both long-term branding objectives and short-term marketing goals: raising brand awareness, increasing sales, attracting new customers, generating leads, expanding market share, enhancing customer engagement, improving customer retention, driving website traffic, increasing return on investment (ROI), and improving customer satisfaction. Achieving each objective requires careful selection of relevant digital platforms or a combination of platforms. The platform through which the content marketing message is delivered constitutes the “context”, which must be considered, as customer profiles vary across different platforms (Du Plessis, 2017). Consequently, the selection of platforms should align with specific objectives and the characteristics of the target audience.

Each platform or channel has its advantages and purposes. For example, websites and blog posts enable brands to maintain consistent communication through storytelling, instruction, and informing customers. Video content can be used for entertainment or inspiration. Social media can be widely integrated into content marketing strategies to achieve a range of marketing goals. Its high reach, interactivity, ability to collect rich customer data, and access to detailed analytics make social media one of the most advanced channels for managing content marketing strategies. Brands can track the outcomes of their marketing efforts, such as monitoring customer behavior through social media engagement (Balio & Casais, 2021). Proper analysis of customer data is one of the most critical factors for effective segmentation and targeting, particularly in the tourism sector, where audiences are often highly diverse.

It is crucial for tourism entities to select and implement emerging content marketing formats into their marketing strategies. The content format should align with specific marketing objectives and target audiences. Some of the most effective formats include:

- Short-form videos on platforms like TikTok, Instagram Reels or YouTube Shorts, becoming increasingly popular due to shrinking

attention spans. Brands can use this format for quick tutorials, behind-the-scenes glimpses, product showcases, and storytelling;

- Interactive content like quizzes, polls, calculators, and surveys boost engagement by inviting users to participate. This format allows brands to gather valuable data and offer personalized experiences;
- Live streaming offers real-time interaction with audiences. Brands can use it for Q&A sessions, live events, and virtual tours, particularly in the tourism and events industries;
- Augmented reality and virtual reality are transforming how consumers experience products and destinations. Tourism brands can use virtual try-ons, interactive experiences, and 360-degree views for virtual tours of destinations, enabling potential visitors to explore locations before making a booking;
- User-generated content (UGC) like reviews, testimonials, social media posts, and videos are becoming a key content format for building trust and authenticity. Brands encourage customers to create and share content, which is then repurposed in marketing campaigns.

A high degree of online presence and intense interactivity can lead to a significant amount of UGC. This is especially relevant in tourism, as potential customers often rely on the impressions and reviews of other customers rather than commercial content from businesses. Eventually, there is a clear link between UGC and purchase behavior, with positive content leading to increased sales figures (Müller & Christandl, 2019). Therefore, companies should prioritize UGC, as it has the potential to enhance their competitiveness and ROI.

Another effective approach to leveraging content marketing in tourism is through collaborations with influencers. They possess mechanisms that influence the formation of their followers' attitudes and decisions (Magno & Cassia, 2018). By utilizing this tactic, businesses can foster meaningful connections and generate valuable UGC. Influencers can provide authentic recommendations and experiences, building trust with potential travelers and enhancing the perceived credibility of a destination. Hence, trusted influencers significantly increase brand visibility and reach, exposing tourism destinations and services to new and engaged audiences. However, it is essential to select influencers and plan partnerships based on alignment between brand values, marketing objectives and the influencer's communication style. Otherwise, misalignment between brand values and an influencer's identity may damage brand perception and reduce sales.

The alignment between brand values and marketing activities is reflected in the integrated marketing communications (IMC) strategy and the quality of its execution. Content marketing is undoubtedly an integral part of

IMC due to its versatile applications. Any digital content marketing activity can be developed within a strategic marketing framework that includes communication objectives as part of a brand's integrated marketing communications (Nieves-Casasnovas & Lozada-Contreras, 2020). Therefore, IMC goals can be effectively achieved through content marketing efforts, alongside other elements of IMC.

Achieving IMC goals is increasingly reliant on the integration of the latest technological advancements. Consumer behavior is significantly influenced by digital technologies in the communication process. Artificial intelligence (AI) is one of the most transformative advancements, reshaping the relationship between consumers and brands, particularly in the tourism industry. AI has numerous applications in marketing strategies, including customer relationship management (CRM), customer segmentation, content creation, sentiment analysis, and data analytics. Of these, content creation and analytics are key opportunities within content marketing strategies. By leveraging AI to analyze vast amounts of customer data and tailor marketing messages to individual needs, brands can foster deeper consumer engagement, ultimately leading to increased brand loyalty and sales success (Babatunde et al., 2024). Data collection and processing are critical, as the hospitality and tourism sectors have seen a growing use of big data and analytics over the past decade (Mariani & Baggio, 2022). This trend is rapidly accelerating due to the increasing number of online touchpoints between customers and brands, many of which are integral to content marketing channels.

Mobile devices account for a significant portion of online touchpoints, as they are the most preferred technology for customers when accessing the internet. Therefore, it is crucial for brands to ensure that their content is fully compatible with mobile devices. Mobile technologies empower tourists to access and share information without spatial or temporal limitations. Consumers' widespread adoption of mobile technologies for travel-related purposes has led to the development of relevant mobile information services, such as mobile electronic tourist guides (METG) and app-based mobile tour guides (AMTG) (Law et al., 2018). Additionally, mobile devices enable brands to achieve a high level of personalization in communication processes. Specifically, location-based communication can significantly enhance content marketing effectiveness. Moreover, in the tourism industry, where location-based communication is not merely an option but a necessity due to the high mobility of the target audience, mobile devices serve as one of the most critical communication channels (Abashidze, 2022). Thus, mobile devices offer diverse opportunities for content marketing strategies in the tourism sector.

To effectively leverage content marketing opportunities and contemporary trends, a systematic approach is necessary, often guided by a content marketing matrix. This matrix encompasses several key

considerations: the specific stage of the customer journey, the content's emotional or rational appeal, and its intended purpose, whether it be to entertain, inspire, educate, or convince (Chaffey, 2024). A well-planned and executed content marketing strategy can significantly enhance a destination's image and exert a positive influence on tourist behavior.

Impact on destination image and tourist behavior

Since content marketing has the potential to effectively influence travelers' behavior, it can significantly impact destination image, reputation, and financial profitability. This behavior can manifest in various forms, both online and offline. For instance, after consumers decide to visit a destination, their behavior is reflected in sharing experiences on social media (Sari et al., 2023). Customers actively use social media as a primary form of self-expression, often triggered by travel-related activities. By publishing posts about their trips, they fulfill their need for self-esteem, status, and recognition. As a result, the dissemination of positive information about a destination indirectly promotes it, raising awareness and motivating potential travelers to visit. Moreover, offline behavior, such as word-of-mouth and recommendations can also generate positive sentiments and intentions among potential visitors. Consumer behavior in both digital and physical domains is crucial for developing effective marketing practices (Qalati et al., 2024). This interconnected process supports the establishment of a destination as a profitable brand.

Profitability largely depends on the positive reputation of a destination. Thus, in today's digital landscape, businesses must prioritize investments in digital marketing and reputation management (Yaşarsoy et al., 2022). Successful investments in content marketing to influence travelers' decisions and behavior depend significantly on the quality of segmentation and targeting. Proper research of audience and segmentation enables tourism entities to target and engage the most relevant customers precisely. This approach aligns with a fundamental marketing principle: delivering the right message to the right audience at the right time.

Content marketing, as an integral component of marketing strategy, enables brands to foster long-term relationships with target audiences. To influence customer behavior effectively, creating engaging content is crucial. Furthermore, successful and meaningful multilateral interaction is only achievable when the content marketing strategy aligns fully with the brand's core values. A divergence between consumer expectations, interests, and the content offered can lead to reputational and financial loss. Additionally, brands need to incorporate permission marketing principles into their communications to attract consumer attention, a challenging task in today's information-saturated environment. Moreover, contemporary consumers are

highly informed and knowledgeable about brands and their activities. To engage today's discerning public, who actively express opinions about corporate practices and brand values, companies must adopt the role of media agencies. Acting as a media agency involves telling the brand's story through content that can emotionally resonate with and engage customers (Scozzese & Granata, 2019).

Emotional appeal is one of the key aspects of content marketing strategy, particularly in the tourism industry. There is an intense correlation between emotional issues and tourist behaviors relating to their travel preferences (Bayraktar, 2024). Emotions influence various stages of the tourist experience. At the pre-travel stage, emotions drive tourists' motivations and play a crucial role in the destination selection process. During the trip, emotions fluctuate daily and are essential precursors to satisfaction, destination attachment, behavioral intentions, and overall image evaluations (Hosany et al., 2020). Content marketing has the potential to cultivate these emotional responses and behaviors among travelers. However, the success of each step in a content marketing strategy depends on its alignment with a brand's pre-established communication style and tone of voice.

The strong emotional appeal of content can lead to increased electronic word-of-mouth (eWOM) activities among customers, resulting in a high intensity of online discussions. However, online discussions are not solely initiated by brands; audience behavior and opinions can also be shaped by eWOM generated and developed by customers. Consequently, companies lack complete control over their marketing campaigns, as customers serve as equally influential actors in this process (Abashidze, 2017). This dynamic significantly affects destination image and reputation. In such unpredictable and uncontrolled conditions, leveraging content marketing opportunities requires brands to regularly monitor audience behavior and sentiments using online reputation management (ORM) methodologies.

The perception of digital content as convincing can enhance its potential through eWOM communication. Therefore, it is crucial for businesses and digital content creators to provide honest, realistic, and reliable information to effectively engage consumers (Pektas & Hassan, 2020). In this context, online reviews are particularly significant in shaping a brand's reputation. Motivated customers can freely express their personal opinions, positive impressions, or dissatisfaction on various online platforms. As a result, a large number of potential customers may be influenced by this form of eWOM. Hence, online reviews play a pivotal role in shaping consumers' purchasing decisions (Wu, 2024). Particularly, in the tourism and hospitality industry, where prospective travelers often rely on online reviews.

Overlooking the complexities of eWOM can result in significant reputational damage and even a full-blown public relations crisis. Brands need

to monitor customer reviews, sentiments, and behavior to identify potential crisis indicators. While content marketing, when poorly managed or due to communication errors, can contribute to such complications, it can also serve as an effective tool for crisis mitigation and resolution. However, a pre-developed anti-crisis strategy is necessary to enhance the effectiveness of decisions related to crisis prevention and management. In conjunction with other measures, content marketing initiatives can foster positive brand-related cognitive, affective, and conative activities, including consumer brand processing, affection, and activation (Koob, 2021). To address and recover from a PR crisis, companies can strategically employ various content marketing tactics, such as press releases, celebrity endorsements, informative blog posts, ratings, case studies, infographics, reports, or whitepapers. Each of these content formats can be effectively integrated into the anti-crisis activities of a tourism industry entity.

Another cause of complications can be the lack of consideration for cultural factors in targeting. Target audiences in the tourism and hospitality industry are culturally diverse. Customers' cultural backgrounds significantly shape their perceptions of service providers, as culture influences social interactions and individual satisfaction. Cultural factors, including background and geographical location, heavily influence travel patterns and destination planning (Fam et al., 2023). Therefore, it is crucial to consider cultural differences when planning and executing content marketing campaigns. Failure to do so can result in ineffective influence on tourist behavior and wasted efforts. Moreover, disregarding the cultural characteristics of target audiences may generate negative sentiments, leading to reputational damage and financial losses.

Effective content marketing significantly influences purchasing decisions. It aims to provide valuable information that satisfies consumer needs, aligning with advertising goals such as increasing sales and building brand trust (Asnawati et al., 2022). These factors impact various stages of the purchasing decision process: problem recognition, information search, alternatives evaluation, purchase decision, and post-purchase evaluation. This is particularly relevant in the tourism industry, where services fall under the category of specialty goods. Therefore, the decision-making process is time-consuming, with customers highly involved and willing to make considerable efforts throughout their purchase journey. They seek extensive information, weigh numerous factors before deciding, and actively engage on social media and other online platforms during their post-purchase behavior, often through reviews. Thus, content marketing has substantial potential to shape customer behavior progressively. The format of content at each step must be chosen accordingly. However, video content is particularly effective, as it can influence customer expectations, impressions, attitudes, perceptions of

destinations, and behavior. Therefore, tourism industry entities should prioritize video in their content marketing strategies.

Decisions regarding the format and other aspects of content marketing strategy rely on a comprehensive analysis of data obtained through online interactions with audiences. Therefore, it is essential to manage its measurement and evaluation processes effectively.

Measurement and evaluation

Data-driven decision-making in the tourism industry can ensure the efficient execution of content marketing campaigns and enhance overall competitiveness. Given that content marketing is a channel characterized by intensive customer engagement, data analytics is essential for its effectiveness. E-marketplaces provide rich behavioral data, which offer valuable insights (Chen et al., 2021). Thus, both the necessity and opportunities exist to leverage online customer data for measuring and evaluating content marketing efforts. Although some challenges may arise regarding measurement precision, analytics remains one of the key foundations for successful content marketing in tourism and hospitality.

Identifying data collection sources is one of the first steps in this process. A vast amount of tourism-related big data has been generated from three primary sources: users, devices, and operations. The Internet has fueled the rapid growth of social networks, providing a vast platform (Li et al., 2018). Tourists engage with various social networks such as blogs, social media, web pages, and tourism units. In particular, social media plays a crucial role. Its spread is largely attributed to its ability to shape perceptions, emotions, and experiences, making it a key source of information in travel decision-making (Pop et al., 2021). The more users interact with digital platforms and social networks, the more data is generated, resulting in greater opportunities for insights and profit from content interaction (Barbosa et al., 2024). This process is challenging due to the large volume of data from multiple sources, requiring marketers to systematize the process.

A purchase decision for any intangible product, particularly tourism products, typically relies on the availability of information. UGC serves as valuable information, composed of various opinions, personal commentaries, and travel experiences created by users or tourists themselves. Since tourists independently and voluntarily generate and update content on social media, UGC has been recognized as a credible source of information (Narangajavana Kaosiri et al., 2019). Marketers can collect, process, and analyze data from UGC. Additionally, conducting visitor surveys can complement data obtained from online platforms, enabling marketing analysts to examine the process from multiple perspectives.

Proper evaluation and measurement of content marketing efforts require the setting of various key performance indicators (KPIs) and metrics. There are numerous metrics utilized in digital marketing practices; however, some are more relevant than others specifically for content marketing. Relevant KPIs include reach, engagement rate, amplification rate, video views, conversion rate, audience growth rate, net promoter score (NPS), social share of voice (SSOV), social sentiment, returning visitors, and customer lifetime value (CLV). The latter serves as a holistic indicator of the effectiveness of marketing efforts, including content marketing, as it quantifies customer loyalty and financial profitability.

The process of managing online data analytics involves processing both qualitative and quantitative data. Qualitative data analysis helps identify the underlying motivations driving user behavior (Saura et al., 2017). A thorough understanding of customer motivations is crucial for planning content marketing campaigns. Specifically, marketers and content creators can develop content that aligns with the desires, tastes, needs, and behavioral characteristics of target audiences. On the other hand, quantitative data is useful for accurately measuring the performance of content marketing efforts. Online platforms offer robust technical capabilities that allow marketers to proactively collect quantitative data related to content marketing processes and assess outcomes. Investments in content marketing are justified when both qualitative and quantitative data are processed and analyzed to inform promotion strategies.

Alongside other methods, marketers can assess customer motivations, needs, and preferences using two key tactics: competitive analysis and A/B testing. Competitive analysis is crucial for understanding customer preferences. It can inform the creation of content that attracts new customers. Monitoring competitors' online actions is therefore essential for acquiring and maintaining a growing customer base. A/B testing, on the other hand, helps identify various aspects of content marketing management, including content type, content format, design, communication channel, segmentation, targeting, tone of voice, content purpose, and length. By testing two or more options, marketers can determine the most effective variant.

One of the most common methods for measuring marketing performance is by determining its return on investment (ROI). It refers to the value a company gains from the time, money, and resources it invests and is a measure of profitability, defined as the net proceeds from an investment relative to its costs. It can be assessed using both financial and non-financial metrics (Silva et al., 2020). However, measuring the ROI of content marketing in the tourism sector presents challenges. Not every content format or communication channel can seamlessly integrate a call-to-action element, unlike advertisements on social media, websites, or other online platforms.

Furthermore, conversions often occur long after a customer's initial interaction with a content marketing touchpoint. This makes tracking customer actions across online and offline touchpoints difficult. Particularly, when measuring non-financial ROI factors such as brand awareness and customer sentiment.

To overcome this challenge, businesses need to adopt a multi-channel attribution approach. It assesses how different touchpoints – whether blog articles, social media interactions, or email campaigns – contribute to the consumer's journey. This is especially pertinent in the tourism industry, where decision-making processes can be drawn out over time and influenced by multiple sources. By analyzing customer interactions across various platforms, companies can better understand the cumulative effects of content marketing and optimize their strategies.

The use of advanced analytical tools, such as AI-powered data analytics and predictive models, is also on the rise. These technologies enable marketers to forecast customer behavior based on past interactions and optimize content for maximum impact. Through these tools, businesses can gain deeper insights into how content is consumed and its influence on decisions, leading to more accurate ROI calculations.

In addition to measuring financial and non-financial outcomes, data analytics in content marketing strategy involves the evaluation of reputation generated by content marketing activities. Data analytics enables tourism destination managers to better monitor their reputation and, consequently, enhance the destination's ability to attract new tourists. Furthermore, it allows marketers to collect, store, and analyze tourists' online data, which can be valuable in preventing reputational damage (Cillo et al., 2019). To ensure the effectiveness of this process, it is necessary to implement an ORM strategy and tools capable of sentiment monitoring and analysis. ORM is a useful method for examining opinionated text, containing consumer opinions about companies, products, brands, or events (Kauffmann et al., 2019). As the audience grows and online interactions intensify, a more robust ORM system becomes essential.

Accurate interpretation of the results is a prerequisite for the successful measurement and evaluation of content marketing campaigns. This process involves detailed tracking and cross-referencing with various sources, audience evaluation, engagement metrics, sentiment analysis, statistical consolidation of information, and comparative analysis of campaigns, publications, and content (Rodríguez-Ibanez et al., 2023). It is a complex process that integrates multiple aspects. Therefore, tourism industry entities need to prioritize data management to optimize their content marketing strategy.

Conclusion

Given its potential to influence tourist behavior, content marketing can be considered one of the most effective strategies for tourism promotion. However, businesses in the tourism and hospitality sector must account for the industry's fluctuating and unpredictable nature. Therefore, it is essential to adapt content marketing campaigns to changing conditions and consumer behaviors. Adaptability to fast-changing conditions is a critical requirement for successful content marketing in tourism. To maintain competitiveness, brands must continually integrate modern trends and technologies into their strategies.

Another challenge brands face is the difficulty of accurately measuring the results of content marketing. To address this challenge, it is necessary to employ the latest analytical methods and technologies, including AI-powered tools. Data-driven decisions have the potential to significantly enhance content marketing effectiveness and improve a brand's competitiveness. However, this is only one element in a complex process. Content marketing must be an integral component of a broader integrated marketing communications strategy, as the processes involved are highly interconnected. Additionally, it is a long-term strategy that requires continuous management across multiple communication channels.

Constant monitoring of online and offline touchpoints is crucial for understanding consumer behavior. ORM serves as a primary tool for tracking customer sentiments, reviews, and user-generated content. Given the multilateral, unpredictable, and intensive nature of modern online communication, it is essential to implement a robust ORM policy. This is especially important in a landscape with highly informed and demanding customers. This not only aids in the measurement and evaluation of marketing efforts but also enables the early detection of potential PR crises, allowing companies to take timely action and prevent large-scale complications. Effective management of customer interactions can lead to improved long-term brand loyalty.

Last but not least, value creation is a fundamental principle of content marketing, especially in the tourism industry, where the decision-making process is extremely complex. Customers consider multiple factors, including competitors' offers, before making a choice. Therefore, content creation and distribution strategies must be based on comprehensive research into customer needs, wants, tastes, preferences, demands, and behavior patterns. Additionally, the principles of permission marketing should be implemented at every stage of communication. Failing to do so could harm brand reputation and lead to negative financial or non-financial outcomes. To avoid these risks, continuous study of content marketing theory and its practical application is essential for ensuring long-term effectiveness and competitiveness.

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