Chapter 4
Digital Marketing Strategies for Accessible Tourism

Fernando Florim De Lemos
Instituto Politécnico da Guarda, Portugal

Dina Vieira
Colégio Internato dos Carvalhos, Portugal

Tânia Pinho
Instituto Superior Politécnico Gaya, Portugal

ABSTRACT

This chapter addresses the applications of digital marketing in the construct of communicational practices aimed at target audiences that have some physical, motor, psychological, or other disabilities, who require additional information or specialized advice to fully comprehend all elements involved, when planning/deciding to travel. Throughout the text there are several references of the conceptual framework, as well as several examples of case studies that highlight some of the practices used in diversified contexts, using digital tools as privileged means of intervention in the different dimensions required to support the so-called accessible tourism.

INTRODUCTION

Tourism is an activity sector that boosts economic growth and generates high levels of employability. As a dynamic industry that is constantly looking for new supply frameworks and market segments, innovating, differentiating and modernizing itself, it requires a constant technological upgrading as well as new digital ways to effectively reach the different and potential markets.

One of the key components of this sector is the customer, his expectations, needs and requirements. In an information-based society, the costumer is also evolving, originating new trends, such as the demand for comfortable and safe travel, diversity and service complementarity, and a dynamic and innovative response to all segments. It is currently expected that the destinations enhance the tourists' experiences, inevitably increasing the business opportunities of the sector. However, destinations must be committed to the theme and work diligently on their image, positioning themselves through good practices, shaping their image as a responsible destination, sustainable and accessible to all.

Nowadays social thought can no longer be dissociated from economic thought. As such, an accessible, ethical and responsible destination is also a more competitive destination. Additionally, accessible tourism is increasingly aiming for the provision of a quality service, responding to higher standards of demand, requiring more sophisticated marketing strategies and resources.

In this context, this chapter aims to provide the reader with an increased knowledge of this growing segment in terms of demand and supply in the tourism sector, referring to the best practices existing at international and national level with a focus on the importance of marketing strategies, as well as highlighting the boost that digital marketing can give in this scope. Several case studies are presented in the chapter to demonstrate just how effective (or not) digital marketing can be for the accessible tourism. The cases represent examples that have been applied to accessible tourism and should be viewed as an incentive to search for other practices and applications around the world, and that deserve to be analyzed in order to understand the impact of the application of digital marketing strategies.

The knowledge brought forth by this chapter aims to be a working tool for teachers, students, employers and other stakeholders, both in the educational system and in the productive and institutional system, by aggregating pertinent and useful information. Furthermore, it also intends to identify strategies and the best way to implement them to respond to the needs of a market characterized by its own idiosyncrasies, but in full growth in terms of people flows and, fundamentally, in terms of economic / financial flows.

BACKGROUND

In the current globalizing world, incessant technological development involves a new approach to tourism, rendering it essential to create an online presence. Consequently, digital marketing has been transforming the strategic position of organizations in the tourism industry by changing their efficiency, differentiation, operational costs and response time, and also stimulating radical changes in the way they operate and

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/digital-marketing-strategies-for-accessible-tourism/234572

Related Content

Marketing Strategies for Medical Tourism in India Amongst Gulf Countries: An Empirical Study
Hemant Guptaand Anand Kumar Sonkar (2024). *Marketing and Big Data Analytics in Tourism and Events (pp. 114-126).*
www.irma-international.org/chapter/marketing-strategies-for-medical-tourism-in-india-amongst-gulf-countries/346673

Augmented Reality, a Tool to Enhance the Visitor Tourism Experience in Ecotourism: A Systematic Review With Future Research Directions
Arslan Rafi, Mohsin Abdur Rehman, Ammara Awanand Raouf Ahmad Rather (2024). *Supporting Environmental Stability Through Ecotourism (pp. 99-116).*
www.irma-international.org/chapter/augmented-reality-a-tool-to-enhance-the-visitor-tourism-experience-in-ecotourism/340010

Role of Social Media in Travel Planning and Tourism Destination Decision Making
James Malitoni Chilembweand Frank Wadilika Gondwe (2020). *Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector (pp. 36-51).*
www.irma-international.org/chapter/role-of-social-media-in-travel-planning-and-tourism-destination-decision-making/246369

Should Festival Be Smarter?: ICT on Mass Events – The Case of the Exit Festival (Novi Sad, Serbia)
Uglješa Stankov, Vanja Pavlukovi, Juan Miguel Alcántara-Pilar, Marija Cimbaljeviand Tanja Armenski (2018). *Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications (pp. 245-263).*
www.irma-international.org/chapter/should-festival-be-smarter/192769

The Role of the UNWTO in Visa Facilitation: The Diverse Impacts on Tourism Industries of China, Russia and Turkey