

Chapter 14

Destination Discovery: Leveraging Geospatial Analysis in Tourism Marketing

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ABSTRACT

The chapter highlighted the significance of market segmentation, focusing on defining market populations based on distinctive characteristics and creating tailored marketing programs for each segment. Geospatial analysis is essential in this process, providing insights into consumer behavior, demographics, and spatial trends. Utilizing geodemographic, behavioral, and psychographic segmentation allows marketers to strategically target the right groups. Geospatial data, in particular, can enable tourism marketers to concentrate their advertising on specific locations, enhancing the efficiency and impact of their campaigns. The chapter also details methods for customizing marketing messages, such as dynamic content, localized suggestions, geofencing campaigns, GPS and time zone-based messaging, and geo-specific communications, ensuring that communications are timely and culturally

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relevant. Employing geospatial analysis can enhance marketing effectiveness by optimizing campaign strategies, channels, timing, and frequency, leading to improved performance and return on investment (ROI).

INTRODUCTION

The tourism landscape keeps on changing as a result of factors like technological advancements, shifts in tourists' preferences, economic fluctuations, and global events (Buhalis et al., 2019; Huang et al., 2021; S. Lee & Han, 2023). In this variable setting, all the tourism actors such as destinations, businesses, and marketers have to be flexible and innovative. The application of artificial intelligence, virtual reality, and mobile apps is revolutionizing the way that travelers plan, book, and participate in their travel (Ben Saad, 2024; Pencarelli, 2020; Sharma & Aggarwal, 2024). On the other hand, the rising awareness of the environmental impact has brought about a demand for environmentally friendly travel options such as eco-friendly hotels and activities (Abdou et al., 2022). Moreover, travelers look for individualized experiences that are personalized to their tastes and predilections (Li et al., 2021), which encourages the use of data analytics and customer insights by the tourism industry.

Among these reasons, knowledge of traveler behavior and preferences is the most important (Holmes et al., 2021). Travelers will keep returning if businesses understand what they are looking for and adjust their services to cater to these expectations. A view into travelers' preferences gives the possibility to become more precise and effective in addressing audiences through marketing campaigns. Understanding traveler behavior helps the development of new products and services that are relevant to current market trends. Businesses and locations that already foresee and react to traveler needs can set themselves apart from the rest.

Geospatial analysis incorporates data collection, visualization, and interpretation of geographic information. It is a determining element in tourism marketing by providing spatial information on traffic movement, behavior, and preferences of travelers (Bursa et al., 2022; Martins et al., 2022). These techniques range from Geographic Information Systems (GIS), spatial statistics, and remote sensing. In the context of destination marketers, geospatial analysis provides certain advantages (Paulino et al., 2021). Through knowledge of the geographic distribution of potential travelers, marketers can develop more focused and effective advertising campaigns. Geospatial data can assist in the efficient allocation of marketing resources toward areas with the highest potential profitability. Visitor flows and behavior patterns can help in handling tourist attractions, reducing overcrowding, and making the visitors have a great time (Liu et al., 2022; Ma et al., 2020). Through geospatial analysis, the economic effects of tourism can be evaluated by overlaying visitor spending maps

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