


Chapter 10

Marketing Applications of Emerging Technologies and Business Performance of Tourism SMEs: A Systematic Literature Review

Mourad Aarabe


 <https://orcid.org/0009-0003-9772-6683>

National School of Business and Management of Fez, Morocco

Nouhaila Ben Khizzou


National School of Business and Management of Fez, Morocco

Lhoussaine Alla

 <https://orcid.org/0000-0002-7238-1792>

National School of Applied Sciences of Fez, Morocco

Ahmed Benjelloun

 <https://orcid.org/0009-0004-9673-2747>

National School of Business and Management of Fez, Morocco

ABSTRACT

The tourism sector is currently undergoing a digital transformation, with emerging technologies playing a pivotal role in redefining marketing strategies and improving the performance of small and medium-sized enterprises (SMEs). This study aims to examine, through a comprehensive literature review, the marketing applications of emerging technologies and the impact of these technologies on the business performance of SMEs. A rigorous methodology based on the PRISMA protocol for reference collection and NVIVO software for textual and thematic analysis was employed in this research. The objective was to demystify the complex relationship between emerging technology marketing applications and the business performance of tourism SMEs. The results revealed a convergence that linked these technologies to key performance indicators.

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INTRODUCTION

The prevailing trend is the restructuring of the global economic order, facilitated by the advent of new technologies. According to the United Nations Conference on Trade and Development (UNCTAD Technology and Innovation Report 2023), the volume of the technology market was estimated at 1.5 trillion dollars in 2018, with the potential to reach 9.5 trillion dollars by 2030. Small and medium-sized enterprises (SMEs) represent 95% of the economic fabric and contribute significantly to the creation of over 60% of jobs, according to OECD statistics. These figures illustrate the significant role that small and medium-sized enterprises (SMEs) can play in the global economy. The recent years have been marked by an unprecedented health and economic crisis, which has accelerated the digital transformation. This transformation is of paramount importance for the recovery and growth of the economy (UNCTAD Technology and Innovation Report 2021).

Several authors have demonstrated the complex and dynamic interplay between the commercial performance of small and medium-sized enterprises (SMEs) and the marketing application of technological advances. In recent years, there has been a notable increase in the utilization of technological advances, including Big Data (Bag et al., 2021), blockchain technology (Boukis, 2019; Ertemel, 2019; Stallone et al., 2021), artificial intelligence (Chintalapati & Pandey, 2022; Han et al., 2021; Verma et al., 2021) and the Internet of Things (Grewal et al., 2020). Kumar et al., (2021a) have identified the potential impact of new technologies on businesses and customers. In a similar vein, Deltour & Lethiais, (2014) have drawn attention to the positive impact of information and communication technology (ICT) on the performance of small and medium-sized enterprises (SMEs), particularly in conjunction with innovation. Nizeyimana et al., (2023) & Saoudi et al., (2023) contribute to this debate by emphasizing the potential of digital transformation to enhance the performance and success of SMEs.

The tourism sector has undergone significant transformations as a result of the emergence of new technologies, which have enabled the redefinition of marketing strategies and the development of the commercial performance of small and medium-sized enterprises (SMEs) (Lara et al., 2017). In order to survive, grow, and build a relationship of trust and co-creation of value with customers, SMEs in the tourism sector must differentiate themselves by rapidly and effectively integrating technological advances into their processes (Perera, 2021). This research examines the potential of emerging technologies to enhance the commercial performance of small and medium-sized enterprises (SMEs) in the tourism sector.

The objective of this study is to address the following central question: How does the marketing adoption of emerging technologies affect the commercial performance of tourism small and medium-sized enterprises (SMEs)? To provide answers to this crucial question, our work will first explore the various marketing applications of emerging technologies. This will be followed by an examination of the indicators of the company's commercial performance, with the aim of proposing a conceptual model explaining the relationship between the two concepts that can be transposed to the context of tourism SMEs. To this end, we endeavor to implement a meticulous literature review methodology, in accordance with the guidelines set forth by the PRISMA protocol and the utilization of NVIVO software for comprehensive textual and thematic analysis.

The present research is divided into four sections. The initial section will investigate the background of this research, with a particular emphasis on the theoretical and conceptual aspects of emerging technologies, their marketing applications, and the key performance indicators for small and medium-sized enterprises in the tourism sector. The second part will examine the chapter's main focus, emphasizing the current state of the art of the relationship between these two concepts, the research methodology,

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