

TITLE

2021 16th Iberian Conference on Information Systems and Technologies (CISTI)

Proceedings of CISTI'2021 - 16th Iberian Conference on Information Systems and Technologies

23 to 26 of June 2021

Chaves, Portugal

EDITORS

Álvaro Rocha, Universidade de Lisboa, Portugal

Ramiro Gonçalves, Universidade de Trás-os-Montes e Alto Douro, Portugal

Francisco Garcia Peñalvo, Universidad de Salamanca, Spain

José Martins, AquaValor Research Center, Portugal

ISBN: 978-989-54659-1-0

WEB: <http://www.cisti.eu/>

CopyRight 2021: AISTI - Associação Ibérica de Sistemas e Tecnologias de Informação / Iberian Association for Information Systems and Technologies

Digital Marketing Impact on Rural Destinations Promotion

A conceptual model proposal

Sónia Rodrigues^a, Ricardo Fontes Correia^{a,b}, José Martins^{a,c,d}

^a Instituto Politécnico de Bragança, Campus de Santa Apolónia, 5300-253 Bragança

^b CiTUR Guarda – Centro de Investigação, Desenvolvimento e Inovação em Turismo, Portugal

^c AquaValor – Centro de Valorização e Transferência de Tecnologia da Água, Chaves, Portugal

^d INESC TEC, Porto, Portugal

sonia.martins@ipb.pt, ricardocorreia@ipb.pt, jose.martins@aquavalor.pt

Abstract — The need to implement a new development dynamic in rural regions has been one of the concerns of the rural tourism sector, which is currently starting its digital transformation process and the adoption of digital technologies and tools. In the light of literature, one of the tools with the greatest promotion potential is digital marketing, since it allows reaching new and larger target audiences more efficiently and effectively. Realizing the lack of a conceptual and functional vision capable of guiding the planning and execution of digital marketing initiatives in the context of rural tourism, this article proposes a conceptual model focused on characterizing the potential impact that digital marketing initiatives can generate, namely in terms of the development of a positive image of the rural tourism destination and of the influence on the tourists' decision to visit.

Keywords - rural tourism; rural destination; digital marketing; destination image; intention to visit.

I. INTRODUCTION

As countries and their regional entities realized the need to transform rural environments - with lower population density and weak economic development - into assets capable of generating value and promoting development due to their own geographical, cultural and contextual characteristics, a conceptual vision of transposing the phenomenon of tourism to this context has also arise [1]. As argued by Sharpley & Roberts [2], by assuming different forms and being able to happen in multiple physical, social and even political contexts, the concept of "Rural Tourism" is highly dynamic and promotes diverse (and positive) results for tourism promoters, tourists and for rural areas themselves.

From a historical point of view, the concept of "Rural Tourism" was first addressed by the scientific community about three decades ago, and the initial (and main) approaches to the formal characterization of the concept of "Rural Tourism" were those presented by Gilbert [3] and Lane [4], as they assumed that the concept referred to a multifaceted activity that went far beyond tourism based only on activities developed in the context of farms, but also on a panoply of tourist activities related to nature, to the practice of mountain sports, to hunting and fishing activities, to cultural and religious events and practices and even to health and well-being activities.

However, as societies have evolved, so has the tourism sector, which is increasingly intertwined in a process of digital transformation in which both tourists, tour operators and the territories themselves are transversally assuming a permanent use of information and communication technologies (ICT). The digital transformation of tourism is not only advancing the available and improving the quality and diversity of the tourism experience, but also imposing progress in terms of promoting and boosting the sector and its products [5]. This reality, as argued by Król [6], can be even more impactful in rural destinations as the marketing actions focused in these contexts can benefit greatly from the opportunities associated with globalization and from the increased efficiency and effectiveness of novel digital tools and technologies [7].

Thus, realizing the potential for the idealization, definition and proposal of a strategic digital marketing plan focused on the promotion and dynamization of rural tourism, an effort should be made to analyze the existing scientific literature on the potential acceptance and even adoption of digital marketing (marketing supported by digital tools and technologies), both globally and in the context of rural tourism. This study will serve as a basis for the identification of potential factors influencing the process of acceptance and adoption of the aforementioned strategic plan and, in parallel, of the potential obstacles that may arise.

This paper begins with an introduction to the entire scope of our research that is followed by a systematic review of the existing literature on (rural) tourism digital marketing. In the 3rd section, the conceptual model that characterizes the potential impact that digital marketing might have on rural tourism is presented. In section 4, a more detailed discussion is presented on the contribution that the proposed model represents for rural tourism. In the final section, the achieved conclusions are listed, and an allusion is made to the research limitations and to the potential future work to be carried out to address them.

II. RURAL DESTINATIONS DIGITAL MARKETING

A. Rural Tourism

Rural tourism can be perceived as any tourism that takes place in the countryside, that is, in a territory marked by

rurality, low population density, increased land use (Eg.: agriculture and forestry), traditional social structures and a community and heritage identity. According to Lane [4], rural tourism must be functionally rural (based on the characteristics of rural space, natural resources and traditional practices), small in scale and traditional in character, with slow growth and controlled by the local population.

Still, the concept of rural tourism is yet to be consensual. For instance, according to Paresishvili et al. [8] the essence of rural tourism is assumed to be living according to local customs and traditions, based on active tourism, rest and recreation and thus making the most of the natural and historical-cultural particularities of the destination.

Hence, despite acknowledging the widespread set of conceptualizations of rural tourism, throughout our research we assumed that rural tourism is an activity that takes place in rural destinations (thus encompassing low-density regions where agriculture and nature-base activities are predominant), that does not perceived bigger tourists volumes and that is based on a significant relation with nature, endogenous products, ancient cultural rituals and traditions and a strong and very close community involvement.

B. Digital Marketing

The emergence, and transversal adoption, of new and more innovative information and communication technologies and digital tools is having a significant impact on societies and, above all, on the way people relate and communicate not only among themselves, but also with organizations when looking to satisfy their economic and material needs [9]. As highlighted by Gonçalves et al. [10] and Kulkarni et al. [11], today's society already uses e-mail services, search engines, websites, social networks, mobile applications, sharing and collaboration platforms, among other technologies and digital platforms to communicate with each other, to be aware of events and news related to what is happening nationally and internationally, to buy and sell goods and services, to manage their financial resources and, increasingly, even to perform their professional functions.

The theoretical and contextual framework presented above has resulted in multiple changes worldwide, one of the most interesting being the effect it had on Marketing as an area of action, as despite retaining the conceptualization of Kotler et al. [12] according to whom "marketing" is the science and art of attracting, transforming and retaining customers, it is undeniable that its combination with novel ICTs and digital tools tends to result in more successful initiatives, more easily controllable and above all, with a more easily measurable return of investment [13].

From a conceptual point of view, the initial and generic understanding that digital marketing concerns the marketing of products and services through digital channels, has evolved until it is currently characterized as a social process through which individuals and organizations use digital technologies to attract new customers, to improve their knowledge on current customers to be able to (promote and) respond to their needs, to promote brands, boost partnerships and increase sales [14], [15].

According to Chaffey & Ellis-Chadwick [16], digital marketing is something that goes far beyond the use of a website, given that in the authors opinion it is a symbiosis between online platforms (institutional, e-commerce and social networks) and internet promotion techniques, such as online advertising via banners or links (in pay-per-click mode), management of search engine indexation, content integration in thematic portals and general websites, etc. From a technical point of view, the main support tools for digital marketing initiatives are [17]–[19]: a) Search Engine Optimization (SEO); b) Search Engine Marketing (SEM); c) Social Media Marketing (SMM); d) Digital Content Creation; e) Mobile Marketing; f) Interactive Marketing; g) e-Mail Marketing; h) Affiliate Marketing; and i) Web Analytics.

C. Digital Marketing Quality

Information quality is considered as one of the main influencing factors in the process of adopting and use of digital platforms, systems and tools [20]. From a theoretical perspective, the concept of information quality concerns the quality of the outputs of a platform, system or tool, namely its accuracy, the level of understanding and inherent interpretation, and its global relevance for the recipient [21].

Although authors such as Delone & McLean [22] and Aldholay et al. [23] have already presented the multiple dimensions of information quality that must be analyzed in the scope of information systems and technologies, when we look at the specific context of digital marketing, several authors consider that further dimensions should be considered [24].

In their work on the effect of information quality on digital platforms on the behavior of tourists, Kim et al. [25] and Laumer et al. [26] argue that promotional tourism-related information quality, is a variable composed of dimensions such as relevance, opportunity, completeness, interest, level of information and quality of content design. This basis of thinking is extrapolated by Zha et al. [27], according to whom quality information must also have a high degree of accuracy, should be easy to understand and should be up-to-date.

According to Kotoua & Ilkan [28], when marketing and promoting tourism destinations, it is also critical to make an assessment of the impacts that the structural quality of the overall initiative in order to ensure the emergence of positive impacts for both the tourism destination and for its tourism companies.

D. Tourism Destination Image

The tourism destination image has been the subject of study by the scientific community for several decades now, with the influence of this concept on tourist' decision-making process and its relevance to the marketing process the main focuses of study [29], [30].

From a conceptual perspective, the tourism destination image represents a subjective view of the destination that is constructed in three distinct moments: 1) when making a decision regarding the tourism destination to visit; 2) during the tourist experience in which there is a comparison between expectations and reality; and 3) in the post-visit in which word-of-mouth tends to be promoted and tends to recommend the destination to family and friends [31].

According to Agapito et al. [32], the tourism destination image is the result of combining the three dimensions of that same image, namely the cognitive image, the conative image and the affective image. The cognitive image refers to the set of beliefs and knowledge generated as a result of the process of analysing and evaluating the (perceived) characteristics and attributes of a tourism destination [33]. The affective image, on the other hand, concerns the feelings that the tourists themselves show about the destination [34]. The conative dimension represents the tourist's intentions to recommend the tourist destination and to maintain a positive perspective regarding it, which is why it is typically associated with issues related to loyalty [35]. According to Afshardoost & Eshaghi's [36] argument, the image that a tourist develops of a given destination is directly related to his intention to relate to that same destination, namely through the intention of (re)visiting and recommending it.

E. Intention to Visit a Tourism Destination

Various studies show the relationship between the image of a destination and the intention to visit it. Tourists tend to choose destinations with stronger and more positive images (ie. that lead to positive tourism experiences [37]), especially when they have a more limited knowledge of the destination and have not visited it in the past [38].

Rural tourism, which presents itself as a market niche, involves not only the rural environment, but also smaller number of available beds and a wide range of activities available to tourists (nature, sight-seeing, regional gastronomy and crafts, among others). A rural tourist who feels confident in the experiences he or she might experience in a given destination and identifies with the place tends to feel connected to it and consequently will visit it [39].

As argued by Yacob et al. [40], the intention to visit a destination is deeply dependent on the relation between the tourist perceptions on the destination and its subjective value of these perceptions. A rural tourism destination that manages to transmit to tourists the real perception of its value, tends to trigger tourists' intention to visit and recommend it in the future.

III. CONCEPTUAL MODEL PROPOSAL

The conceptual model, shown in Figure 1, is drawn on the Ducoffe Web Promotion Model [41], the Flow Experience Theory [42], the Information Quality Theory [43], the Theory of Planned Behavior [44] and the Cognitive-Affective-Conative Model of the Image of a Destination [32].

Assuming the need to understand the potential impact that digital marketing might have not only in the generation of value, but also in developing tourists' (positive) image of a given rural destination and, consequently, in triggering their visit.

The proposed model is organized in 5 different contexts, namely the quality of the digital marketing initiative, its capacity to generate value, the fluidity of tourists' interaction with its content and messages, the rural destination image context, and finally the behavioral intention to visit the abovementioned destination.

In the proposed conceptual model, the dimension of the intrinsic quality of digital marketing initiatives (extracted from the information quality theories) is composed of nine dimensions, namely: 1) the amount of information available; 2) the accuracy of the content; 3) the relevance of the information transmitted; 4) the timing and the opportunity in which the initiative is implemented; 5) the level of understanding of the inherent content; 6) the initiative's capacity to generate interest; 7) the level of completeness inherent in the initiative; 8) the quality of the content design; and 9) the actuality of the information.

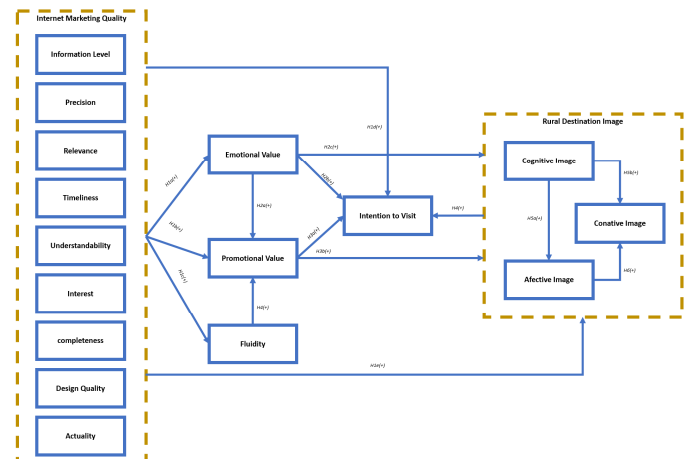


Figure 1. Figure 1 - Proposed conceptual model.

Assuming the potential of digital marketing initiatives for triggering the generation of value for organizations, especially in the specific context of rural tourism, in the proposed model it is hypothesized that this global value results from the combination of the emotional value of the initiative with its promotional value.

The degree of use of new information and communication technologies by tourists means that, in order to be successful, digital marketing initiatives need to ensure adequate levels of usability and accessibility in their content, as well as fluidity in what concerns to the interaction with that same content. With regard to the process of development of the destination image by tourists, the most recent literature indicates that we are dealing with a combined influence of three dimensions, namely the cognitive image, the conative image and the affective image.

A. Hypothesis Model

According to Tam and Oliveira [45], the success of internet-based initiatives is due, in large part, to the quality of the information that is transmitted and the way this transmission takes place. This argument is extrapolated by Isaac et al. [46], according to whom, in the specific context of digital marketing, and in particular in the context of its application to the tourism sector, the generalized quality of the initiative, content and information that underlies it, is crucial for the initiative to register the desired success.

As the existing literature argues, the quality of digital marketing content is directly related to the generation of promotional value and the degree of quality associated with the

interaction with the promotional experience itself [47]. In parallel, and as presented by Mohammad et al. [48], as it is possible to create engagement with a brand through digital content, one must ensure that it assumes the ability to generate emotional value. Consequently, this ability to generate emotional value will positively impact the overall promotional value of the digital marketing initiative.

By acknowledging the spectrum of the existing literature with regard to the tourism sector, it is also possible to estimate that the quality of both content and information associated with an initiative to digitally promote a tourist destination is directly related to the formation of a positive image of that same destination and consequently in the creation of a behavioral intention to visit it [25], [49].

Thus, drawing on the previous theoretical framework, the following conceptual hypotheses were devised:

H1a - The quality of digital marketing positively impacts the creation of emotional value in the recipients of the initiative.

H1b - The quality of digital marketing positively impacts the promotional value of the initiative.

H1c - The quality of digital marketing positively impacts the fluidity of the interaction between the recipient and the initiative.

H1d - The quality of digital marketing is directly related to the formation of a positive image of the rural tourism destination by tourists.

H1e - The quality of digital marketing positively stimulates the intention of tourists to visit a rural tourist destination.

Over the past few years the emotional value generation topic and the underlying development of emotions and feelings has been the subject of study by multiple authors [50]–[52]. Assuming Petrick [53] and Sweeney & Soutar [54] arguments, within the scope of an digital marketing initiative, we can characterize the concept of emotional value as the existence of positive feelings towards a brand to which the initiative refers, being that sometimes these feelings are so relevant that they can stimulate customer loyalty towards that same brand. In the same sense, for Martins et al. [47] the existence of emotional value associated with digital content aimed at promotion and marketing purposes, is directly related to the development of an awareness of the target audience regarding the brand. This argument is even more pronounced in the work of Lee et al. [55], according to whom the existence of an emotional connection in relation to a marketing initiative is directly related to the intention of the target audience to adopt a behavior of adhesion to a brand. That said, and assuming the potential dimensions and specificities of digital marketing and its use in the context of rural tourism destinations promotion, the following hypotheses were conceived:

H2a - The existence of emotional value related to a digital marketing initiative is positively related to the increase in the promotional value of that same initiative.

H2b - The existence of emotional value related to a digital marketing initiative is positively related to the development of tourists' intention to visit the rural tourism destination.

H2c - The existence of emotional value related to a digital marketing initiative is positively related to the development of a positive image of the rural tourism destination by tourists.

Drawing on the existing literature, the concept of promotional value must be considered as a measure of effectiveness of the promotional action [41]. From a functional point of view, the recipients of promotion and marketing actions consider these to be valuable if they respond adequately to their needs or include arguments that may represent something advantageous or valuable [56]. During the study on the promotional value of a content or a digital marketing initiative, several authors have highlighted the relationship between this variable and the behavioral intention of the recipients of the referred content or initiatives [57]. As argued by Shani et al. [58], the promotional value of an digital marketing initiative can stimulate the development of a positive image related to a tourism destination.

Thus, realizing the context related to digital marketing and its potential relationship with the internationalization of a rural tourism destination, the following hypotheses were devised:

H3a - The promotional value of a digital marketing initiative has a positive impact on the development of the image of the rural tourism destination by tourists.

H3b - The promotional value of a digital marketing initiative is directly related to the intention of tourists to visit a rural tourism destination.

According to Tussyadiah et al. [59] and with C. Lee & Wu [60], the existence of adequate levels of interaction quality and fluidity in contact with digitally based content or promotion initiatives, is relevant with regard to the global perception of value promotion of those same contents or initiatives. That said, and realizing the specificity perspective of the present investigation, the following hypothesis was devised:

H4 - The fluidity of the interaction between tourists and the digital marketing initiative will have a positive impact on the generation of promotional value.

As argued by Chen & Tsai [61] and Tan & Wu [62], the development of a positive image of a tourist destination tends to stimulate the familiarity of tourists and, consequently, stimulate the intention of future visits. Realizing the need to differentiate rural destinations and assertively promote their strengths, the image of the destination is critical to stimulating visiting behavior by tourists [63]. Although it may seem somewhat linear, the image of a tourist destination can be constructed based on three major dimensions [32]: a) conative image; b) cognitive image; and c) affective image. According to the argument of Beerli & Martin [64], the existence of a strong cognitive image of the tourist destination can positively

impact the affective and conative images of the destination. This argument is also extrapolated by Agapito et al. [65], who argue that the conative image of a tourist destination is also positively influenced by its affective image. Thus, and considering the specificity of rural tourism and rural destinations digital marketing, the following hypothesis arise:

H5a - The existence of a positive cognitive image in relation to a rural tourism destination will stimulate the existence of a positive affective image of that same destination.

H5b - The existence of a positive cognitive image in relation to a rural tourism destination will stimulate the existence of a positive conative image of that same destination.

H6 - The existence of a positive affective image in relation to a rural tourism destination will stimulate the existence of a positive conative image of that same destination.

IV. IMPLICATIONS FOR TOURISM

As the digital transformation of societies is imposed and the paradigms of life (digital and permanently "connected") of citizens and organizations are changing, there are many challenges that arise not only in terms of the permanent need for incorporating supported innovation by ICT, but also with regard to actions to promote and boost organizations, their brands and their products [66].

The tourism sector, par excellence more and more an example with regard to its ability to adapt and reinvent [67], is currently developing its process of transversal adoption of information and communication technologies which, as the existing literature shows us, should result in the achievement of very positive goals in the short space of time [68]. One of the most interesting uses of ICT in the tourism sector is represented through digital marketing initiatives that have, roughly speaking, developed new, more appealing and more effective ways of communicating tourism products with more well-defined segments of the target audience and would often be very difficult to achieve through traditional marketing initiatives [69].

Analyzing the specificity of rural tourism, mainly the combination of its more limited context in terms of available resources for promotion and dynamization of tourism-related offer, its initial stage in what concerns the rollout of digital promotion initiatives, and lower levels of technical expertise, it is clear that the incorporation of novel (digital) marketing approaches that tend to be simpler, more efficient in terms of resource consumption, and more effective, should be perceived as very positive and must be assumed as a vision to be achieved by both rural tourism operators and rural destinations governmental bodies [70], [71].

If, until the beginning of 2020, rural tourism was already considered critical for the development of rural territories and the demand for this type of tourism offer was growing steadily, with the installation of the COVID-19 pandemic this reality has totally changed. Currently, rural tourism is one of the main products to be sought by tourists, both national and international [72]. Nevertheless, in order to provide a quality and competitive response to the new needs of tourists, rural tourism destinations must not only invest in the development of

their support infrastructures and in the chain of services and available experiences, but mainly in the opportunities associated with the combination of digital technologies and tools with marketing initiatives [73].

The model of characterization of the impact of digital marketing for rural tourism, assumes as potential impacts for a rural destination, the development of the image that tourists have of that same destination and, as a consequence, triggering tourists' intention to visit the referred destination. Drawing on the assumptions of Martins et al.[47], Mohammad et al. [48], Chung et al.[49] and Kim et al.[25], the referred conceptual model assumes that the quality of the digital marketing initiative, in parallel with its ability to generate positive emotions in tourists and their global promotional value are directly related to the development of a positive and attractive image of the rural destination and the behavioral intention to visit the territory.

The characteristics of the "rural tourism" product and the needs of the territories where this type of tourism is developed, imply an extraordinarily effective and efficient capacity to attract tourists and an ability to create a mindset that the distances between rural territories and the main logistical hubs (airports, railway stations with access to high-speed infrastructure, etc.), and even some of the socio-economic limitations inherent to the rural context, should not be perceived as negative factors, but as details inherent to a one-of-a-kind tourism experience only. That said, the implementation of digital marketing initiatives is a unique opportunity to focus on all the above-mentioned arguments and, in parallel, to promote rural tourism as a product of excellence that fosters regional sustainability. Thus, and assuming all the arguments mentioned, it is clear the need for a conceptual model that allows for the establishment of which factors can most impact not only the good quality of an digital marketing initiative, but also its emotional value, its promotional value, its ability to create a positive and reinforced view of a rural tourism destination, and its ability to stimulate tourist (re)visit behaviour.

V. CONCLUSIONS

One of the most promising opportunities with regard to the sustainability of rural tourism operators, and of the sector itself as a whole, is the attraction of customers with greater financial resources and more interested in the valences and experiences associated with this type of tourism carried out in territories more directly linked to nature.

Digital marketing is one of the tools that most easily, efficiently, and effectively is able to attract new target audiences to the tourism sector, and this reality is even further extrapolated when we combine the typically limited context of rural tourism operators with the need to attract new, and typically, abroad audiences.

Although the relevance of using digital marketing initiatives as a form of promoting rural tourism is widely present in the scientific literature, there is a gap in terms of the characterization of the referred use process, the determinants that most impact it and the consequences of its execution. Therefore, and realizing the importance of this knowledge for

an adequate future structuring of digital marketing initiatives in the promotion of rural tourism, we present a conceptual model that characterizes the impact that digital marketing might have, not only in the development of a rural destination brand, but also on the impact that these tools will have on the behavior of tourists themselves.

The proposed model, based on Ducoffe Web Promotion model [41], on the Flow Experience Theory [42], on the Information Quality Theory [43], on the Theory of Planned Behavior [44] and on the Cognitive-Affective-Conative Model of a Destination Image [32], is composed of six main determinants: 1) Digital marketing Initiative Quality; 2) Emotional Value; 3) Promotional Value; 4) Fluidity of Experience; 5) Intention to Visit; and 6) Rural Destination Image.

A. Limitations and Future Work

To be able to perceive the validity and representativeness of the proposed model, in future work an empirical study should be developed with a population sample composed of tourists in rural areas. The study results analysis should be based on structural equation models, as is suggested in the existing literature [74].

ACKNOWLEDGMENTS

This work is financed by National Funds through the Portuguese funding agency, FCT – Fundação para a Ciência e a Tecnologia within project UIDB/50014/2020.”

REFERENCES

- [1] B. Garrod, R. Wornell, and R. Youell, “Re-conceptualising rural resources as countryside capital: The case of rural tourism,” *J. Rural Stud.*, vol. 22, no. 1, pp. 117–128, Jan. 2006, doi: 10.1016/j.jrurstud.2005.08.001.
- [2] R. Sharpley and L. Roberts, “Rural tourism—10 years on,” *Int. J. Tour. Res.*, vol. 6, no. 3, pp. 119–124, 2004.
- [3] D. Gilbert, “Rural tourism and marketing: Synthesis and new ways of working,” *Tour. Manag.*, vol. 10, no. 1, pp. 39–50, 1989.
- [4] B. Lane, “What is rural tourism?,” *J. Sustain. Tour.*, vol. 2, no. 1–2, pp. 7–21, 1994.
- [5] M. T. Cuomo, D. Tortora, P. Foroudi, A. Giordano, G. Festa, and G. Metallo, “Digital transformation and tourist experience co-design: Big social data for planning cultural tourism,” *Technol. Forecast. Soc. Change*, vol. 162, p. 120345, Jan. 2021, doi: 10.1016/j.techfore.2020.120345.
- [6] K. Król, “Forgotten agritourism: abandoned websites in the promotion of rural tourism in Poland,” *J. Hosp. Tour. Technol.*, vol. 10, no. 3, pp. 431–442, 2019.
- [7] C. Chatzigeorgiou and E. Christou, “Promoting agrotourism resorts online: an assessment of alternative advertising approaches,” *Int. J. Technol. Mark.*, vol. 14, no. 3, pp. 249–266, 2020.
- [8] O. Paresishvili, L. Kvaratskhelia, and V. Mirzaeva, “Rural tourism as a promising trend of small business in Georgia: Topicality, capabilities, peculiarities,” *Ann. Agrar. Sci.*, vol. 15, no. 3, pp. 344–348, 2017.
- [9] M. Au-Yong-Oliveira, R. Gonçalves, J. Martins, and F. Branco, “The social impact of technology on millennials and consequences for higher education and leadership,” *Telemat. Informatics*, vol. 35, no. 4, pp. 954–963, Jul. 2018, doi: 10.1016/j.tele.2017.10.007.
- [10] R. Gonçalves, T. Rocha, J. Martins, F. Branco, and M. Au-Yong-Oliveira, “Evaluation of e-commerce websites accessibility and usability: an e-commerce platform analysis with the inclusion of blind users,” *Univers. Access Inf. Soc.*, vol. 17, no. 3, pp. 567–583, 2018, doi: 10.1007/s10209-017-0557-5.
- [11] K. K. Kulkarni, A. D. Kalro, D. Sharma, and P. Sharma, “A typology of viral ad sharers using sentiment analysis,” *J. Retail. Consum. Serv.*, vol. 53, Mar. 2020, doi: 10.1016/j.jretconser.2019.01.008.
- [12] P. Kotler, J. T. Bowen, J. Makens, and S. Baloglu, “Marketing for hospitality and tourism,” 2017.
- [13] M. Bala and D. Verma, “A critical review of digital marketing,” *M. Bala, D. Verma (2018). A Crit. Rev. Digit. Mark. Int. J. Manag. IT Eng.*, vol. 8, no. 10, pp. 321–339, 2018.
- [14] D. Chaffey, P. R. Smith, and P. R. Smith, *eMarketing eXcellence: Planning and optimizing your digital marketing*. Routledge, 2013.
- [15] P. K. Kannan and H. “Alice” Li, “Digital marketing: A framework, review and research agenda,” *Int. J. Res. Mark.*, vol. 34, no. 1, pp. 22–45, Mar. 2017, doi: 10.1016/j.ijresmar.2016.11.006.
- [16] D. Chaffey and F. Ellis-Chadwick, *Digital marketing*. Pearson UK, 2019.
- [17] V. Marques, “Marketing digital 360, 2.ª Edição,” *Actual Ed.*, 2018.
- [18] R. Mena and P. Aguiar, *HealthCare Marketing*, 1ª Edição. Alfragide, Portugal: Texto Editores, 2016.
- [19] D. Pereira et al., *Marketing Digital & E-Commerce*, 1ª Edição. Viseu, Portugal: Psicosoma, 2016.
- [20] R. Chavez, W. Yu, C. Gimenez, B. Fynes, and F. Wiengarten, “Customer integration and operational performance: The mediating role of information quality,” *Decis. Support Syst.*, vol. 80, pp. 83–95, 2015.
- [21] G. G. Gable, D. Sedera, and T. Chan, “Re-conceptualizing information system success: The IS-impact measurement model,” *J. Assoc. Inf. Syst.*, vol. 9, no. 7, p. 18, 2008.
- [22] W. H. DeLone and E. R. McLean, “The DeLone and McLean Model of Information Systems Success: A Ten-Year Update,” *J. Manag. Inf. Syst.*, vol. 19, no. 4, pp. 9–30, Apr. 2003, doi: 10.1080/07421222.2003.11045748.
- [23] A. H. Aldholay, O. Isaac, Z. Abdullah, and T. Ramayah, “The role of transformational leadership as a mediating variable in DeLone and McLean information system success model: The context of online learning usage in Yemen,” *Telemat. Informatics*, vol. 35, no. 5, pp. 1421–1437, 2018.
- [24] B. K. Kahn, D. M. Strong, and R. Y. Wang, “Information quality benchmarks: product and service performance,” *Commun. ACM*, vol. 45, no. 4, pp. 184–192, 2002.
- [25] S.-E. Kim, K. Y. Lee, S. Il Shin, and S.-B. Yang, “Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo,” *Inf. Manag.*, vol. 54, no. 6, pp. 687–702, 2017.
- [26] S. Laumer, C. Maier, and T. Weitzel, “Information quality, user satisfaction, and the manifestation of workarounds: a qualitative and quantitative study of enterprise content management system users,” *Eur. J. Inf. Syst.*, vol. 26, no. 4, pp. 333–360, Jul. 2017, doi: 10.1057/s41303-016-0029-7.
- [27] X. Zha, H. Yang, Y. Yan, K. Liu, and C. Huang, “Exploring the effect of social media information quality, source credibility and reputation on informational fit-to-task: Moderating role of focused immersion,” *Comput. Human Behav.*, vol. 79, pp. 227–237, 2018, doi: https://doi.org/10.1016/j.chb.2017.10.038.
- [28] S. Kotoua and M. Ilkan, “Tourism destination marketing and information technology in Ghana,” *J. Destin. Mark. Manag.*, vol. 6, no. 2, pp. 127–135, 2017, doi: https://doi.org/10.1016/j.jdmm.2017.04.007.
- [29] K.-S. Chon, “Tourism destination image modification process: Marketing implications,” *Tour. Manag.*, vol. 12, no. 1, pp. 68–72,

- 1991, doi: [https://doi.org/10.1016/0261-5177\(91\)90030-W](https://doi.org/10.1016/0261-5177(91)90030-W).
- [30] C. A. Gunn, *Vacationscape: designing tourist regions*. New York: Van Nostrand Reinhold, 1988.
- [31] N. G. Espelt and J. A. D. Benito, "The social construction of the image of Girona: a methodological approach," *Tour. Manag.*, vol. 26, no. 5, pp. 777–785, 2005.
- [32] D. Agapito, P. Oom do Valle, and J. da Costa Mendes, "The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis," *J. Travel Tour. Mark.*, vol. 30, no. 5, pp. 471–481, Jul. 2013, doi: 10.1080/10548408.2013.803393.
- [33] K. L. Xie and J.-S. Lee, "Toward the perspective of cognitive destination image and destination personality: The case of Beijing," *J. Travel Tour. Mark.*, vol. 30, no. 6, pp. 538–556, 2013.
- [34] S. Hong, J. Kim, H. Jang, and S. Lee, "The roles of categorization, affective image and constraints on destination choice: An application of the NMNL model," *Tour. Manag.*, vol. 27, no. 5, pp. 750–761, 2006.
- [35] M. Li, L. A. Cai, X. Y. Lehto, and J. Huang, "A missing link in understanding revisit intention—The role of motivation and image," *J. Travel Tour. Mark.*, vol. 27, no. 4, pp. 335–348, 2010.
- [36] M. Afshardoost and M. S. Eshaghi, "Destination image and tourist behavioural intentions: A meta-analysis," *Tour. Manag.*, vol. 81, p. 104154, 2020.
- [37] C. G.-Q. Chi and H. Qu, "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach," *Tour. Manag.*, vol. 29, no. 4, pp. 624–636, 2008, doi: <https://doi.org/10.1016/j.tourman.2007.06.007>.
- [38] N. Greaves and H. Skinner, "The importance of destination image analysis to UK rural tourism," *Mark. Intell. Plan.*, vol. 28, no. 4, pp. 486–507, 2010.
- [39] S. Loureiro, "The role of the rural tourism experience economy in place attachment and behavioral intentions," *Int. J. Hosp. Manag.*, vol. 40, pp. 1–9, 2014.
- [40] S. Yacob, J. Johannes, and N. Qomariyah, "Visiting Intention: A Perspective of Destination Attractiveness and Image in Indonesia Rural Tourism," *Sriwij. Int. J. Dyn. Econ. Bus.*, vol. 3, no. 2, pp. 122–133, 2019.
- [41] R. H. Ducoffe and E. Curlo, "Advertising value and advertising processing," *J. Mark. Commun.*, vol. 6, no. 4, pp. 247–262, Jan. 2000, doi: 10.1080/135272600750036364.
- [42] D. L. Hoffman and T. P. Novak, "Flow online: lessons learned and future prospects," *J. Interact. Mark.*, vol. 23, no. 1, pp. 23–34, 2009.
- [43] R. Y. Wang and D. M. Strong, "Beyond accuracy: What data quality means to data consumers," *J. Manag. Inf. Syst.*, vol. 12, no. 4, pp. 5–33, 1996.
- [44] I. Ajzen and B. L. Driver, "Application of the Theory of Planned Behavior to Leisure Choice," *J. Leis. Res.*, vol. 24, no. 3, pp. 207–224, Jul. 1992, doi: 10.1080/00222216.1992.11969889.
- [45] C. Tam and T. Oliveira, "Understanding the impact of m-banking on individual performance: DeLone & McLean and TTF perspective," *Comput. Human Behav.*, vol. 61, pp. 233–244, 2016.
- [46] O. Isaac, Z. Abdullah, T. Ramayah, and A. M. Mutahar, "Factors determining user satisfaction of internet usage among public sector employees in Yemen," *Int. J. Technol. Learn. Innov. Dev.*, vol. 10, no. 1, pp. 37–68, Jan. 2018, doi: 10.1504/IJTLID.2018.091800.
- [47] J. Martins, C. Costa, T. Oliveira, R. Gonçalves, and F. Branco, "How smartphone advertising influences consumers' purchase intention," *J. Bus. Res.*, vol. 94, pp. 378–387, 2019, doi: <https://doi.org/10.1016/j.jbusres.2017.12.047>.
- [48] J. Mohammad, F. Quoquab, R. Thurassamy, and M. N. Alolayyan, "The effect of user-generated content quality on brand engagement: The mediating role of functional and emotional values," *J. Electron. Commer. Res.*, vol. 21, no. 1, pp. 39–55, 2020.
- [49] N. Chung, H. Lee, S. J. Lee, and C. Koo, "The influence of tourism website on tourists' behavior to determine destination selection: A case study of creative economy in Korea," *Technol. Forecast. Soc. Change*, vol. 96, pp. 130–143, 2015.
- [50] J. A. Edell and M. C. Burke, "The power of feelings in understanding advertising effects," *J. Consum. Res.*, vol. 14, no. 3, pp. 421–433, 1987.
- [51] R. P. Bagozzi, M. Gopinath, and P. U. Nyer, "The role of emotions in marketing," *J. Acad. Mark. Sci.*, vol. 27, no. 2, pp. 184–206, 1999.
- [52] E. A. Kemp, A. L. Borders, N. A. Anaza, and W. J. Johnston, "The heart in organizational buying: marketers' understanding of emotions and decision-making of buyers," *J. Bus. Ind. Mark.*, 2018.
- [53] J. F. Petrick, "The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions," *J. Travel Res.*, vol. 42, no. 4, pp. 397–407, 2004.
- [54] J. C. Sweeney and G. N. Soutar, "Consumer perceived value: The development of a multiple item scale," *J. Retail.*, vol. 77, no. 2, pp. 203–220, 2001.
- [55] J.-S. Lee, C.-K. Lee, and Y. Choi, "Examining the Role of Emotional and Functional Values in Festival Evaluation," *J. Travel Res.*, vol. 50, no. 6, pp. 685–696, Nov. 2010, doi: 10.1177/0047287510385465.
- [56] V. Marinkovic, V. Senic, D. Ivkov, D. Dimitrovski, and M. Bjelic, "The antecedents of satisfaction and revisit intentions for full-service restaurants," *Mark. Intell. Plan.*, vol. 32, no. 3, pp. 311–327, 2014.
- [57] N. Hänninen and H. Karjaluo, "The effect of marketing communication on business relationship loyalty," *Mark. Intell. Plan.*, vol. 35, no. 4, pp. 458–472, 2017.
- [58] A. Shani, P. Chen, Y. Wang, and N. Hua, "Testing the impact of a promotional video on destination image change: Application of China as a tourism destination," *Int. J. Tour. Res.*, vol. 12, no. 2, pp. 116–133, 2010.
- [59] I. P. Tussyadiah, D. Wang, T. H. Jung, and M. C. tom Dieck, "Virtual reality, presence, and attitude change: Empirical evidence from tourism," *Tour. Manag.*, vol. 66, pp. 140–154, 2018.
- [60] C. Lee and J. Wu, "Consumer online flow experience," *Ind. Manag. Data Syst.*, vol. 117, no. 10, pp. 2452–2467, 2017, doi: <https://doi.org/10.1108/IMDS-11-2016-0500>.
- [61] C.-F. Chen and D. Tsai, "How destination image and evaluative factors affect behavioral intentions?," *Tour. Manag.*, vol. 28, no. 4, pp. 1115–1122, 2007.
- [62] W.-K. Tan and C.-E. Wu, "An investigation of the relationships among destination familiarity, destination image and future visit intention," *J. Destin. Mark. Manag.*, vol. 5, no. 3, pp. 214–226, 2016.
- [63] E. E. Pujiastuti, U. Nimran, S. Suharyono, and A. Kusumawati, "The antecedents of behavioral intention regarding rural tourism destination," *Asia Pacific J. Tour. Res.*, vol. 22, no. 11, pp. 1169–1181, 2017.
- [64] A. Beerli and J. D. Martin, "Factors influencing destination image," *Ann. Tour. Res.*, vol. 31, no. 3, pp. 657–681, 2004.
- [65] D. Agapito, P. Oom do Valle, and J. da Costa Mendes, "The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis," *J. Travel Tour. Mark.*, vol. 30, no. 5, pp. 471–481, Jul. 2013, doi: 10.1080/10548408.2013.803393.
- [66] G. Vial, "Understanding digital transformation: A review and a research agenda," *J. Strateg. Inf. Syst.*, vol. 28, no. 2, pp. 118–144, 2019.
- [67] S. Terje, M. Mehmet, S. Göran, and S. Sander, "Atmospheric experiences that emotionally touch customers: A case study from a winter park," *Manag. Serv. Qual. An Int. J.*, vol. 19, no. 6, pp. 721–746,

Jan. 2009, doi: 10.1108/09604520911005099.

- [68] N. Kumar and R. R. Kumar, "Relationship between ICT and international tourism demand: A study of major tourist destinations," *Tour. Econ.*, vol. 26, no. 6, pp. 908–925, 2020.
- [69] D. Labanauskaitė, M. Fiore, and R. Stašys, "Use of E-marketing tools as communication management in the tourism industry," *Tour. Manag. Perspect.*, vol. 34, p. 100652, 2020.
- [70] Z. Andreopoulou, G. Tsekouropoulos, C. Koliouka, and T. Koutroumanidis, "Internet marketing for sustainable development and rural tourism," *Int. J. Bus. Inf. Syst.*, vol. 16, no. 4, pp. 446–461, 2014.
- [71] J. A. Pesonen, "Targeting rural tourists in the internet: Comparing travel motivation and activity-based segments," *J. Travel Tour. Mark.*, vol. 32, no. 3, pp. 211–226, 2015.
- [72] G. Helgadóttir and K. Dashper, "20 years of Nordic rural tourism research: a review and future research agenda," *Scand. J. Hosp. Tour.*, pp. 1–10, 2020.
- [73] A. Vaishar and M. Šťastná, "Impact of the COVID-19 pandemic on rural tourism in Czechia Preliminary considerations," *Curr. Issues Tour.*, pp. 1–5, 2020.
- [74] T. Oliveira, B. Araujo, and C. Tam, "Why do people share their travel experiences on social media?," *Tour. Manag.*, vol. 78, p. 104041, 2020, doi: <https://doi.org/10.1016/j.tourman.2019.104041>.