



Section 1. Economics of recreation and tourism

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DIGITAL MARKETING IN ADVENTURE TOURISM: TRENDS, CHALLENGES, AND IMPLICATIONS: A REVIEW

Anduela Lile¹, Lumtor Shkreli¹

¹ Department of Sport Management and Tourism, Faculty of Physical
Activity and Recreation, Sports University of Tirana, Albania

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Abstract

This review explores integrating digital marketing strategies in the context of adventure tourism. Focusing on recent studies, this paper examines how digital marketing tactics might be used in the context of adventure tourism. The analysis explores the new developments, difficulties, and effects of promoting adventure tourist experiences through digital marketing. According to empirical data, adventure tourism companies are increasingly using digital marketing strategies to reach their target markets. According to recent studies, social media sites like Instagram and YouTube, podcasts, and blogs have developed into effective marketing tools for adventure travel and activities. Additionally, cutting-edge virtual reality (VR) and augmented reality (AR) experiences have become important tools for engrossing potential tourists in exhilarating adventure tourism services. User-generated content has also grown in popularity because adventure travelers' reviews and images are a major source of inspiration and engagement.

Keywords: *social media, information security, marketing tools, user-generated content*

Introduction

Adventure tourism, defined by its emphasis on immersive and nature-based activities, has emerged as a notable niche within the larger travel and tourism business. As the digital landscape evolves, adventure tourism stakeholders are increasingly relying on digital marketing methods to communicate with their target customers. This review seeks to provide an overview of the most recent re-

search on digital marketing in adventure tourism, shedding light on effective techniques and their consequences for the business. Over the last decade, adventure tourism has grown significantly, owing to shifting consumer preferences and technology improvements.

Methodology

To review digital marketing strategies in adventure tourism, the following methodology

was employed. A systematic search of academic databases, journals, and books was conducted, focusing on articles and sources related to digital marketing in adventure tourism published between 2017 and the knowledge cutoff date in December 2024. Inclusion and Exclusion Criteria were defined as follows. Sources were selected based on their relevance to the topic, including a focus on digital marketing strategies in adventure tourism. Non-English sources and those not meeting these criteria were excluded.

Digital Marketing Strategies in Adventure Tourism

In this environment, digital marketing has emerged as a critical instrument for promoting and improving the adventure tourist experience. Chaffey & Smith (2022) offer a practical guide to developing and implementing integrated digital marketing strategies that combine traditional marketing planning methodologies with the innovative use of new digital models and digital

resources. Their book (Chaffey & Smith, 2022) offers an outline for an integrated digital marketing plan by assessing and implementing digital marketing ideas and models while combining online and offline communication and by analyzing the best methods for reaching and engaging your audiences through the use of the major digital marketing platforms. Digital Marketing Strategies in Adventure Tourism are presented as follows. Santos & Silva (2019). Mele & Cantoni (2017, 2018) studies offer a detailed review about website usage in tourism marketing. Bekele & Raj (2024) perform a comprehensive bibliometric examination of digital transformation in tourism and define key research clusters such as digital innovation, smart tourism ecosystems, eTourism, and smart destination experiences. Rosário et al. (2023) offer a roadmap for future research directions in the field.

Table 1 presents a summary of articles related to digital transformation in tourism marketing strategies.

Table 1. *Summary of articles related to digital transformation in tourism marketing strategies*

Main Topic	Articles	Key Aspects
Digital Transformation	Bekele & Raj (2024) Hanelt, A., Bohnsack, R., Marz, D., & Antunes Marante, C. (2021) Barykin, S., De la Poza, E., Khalid, B., Kapustina, I., Kalinina, O., Iqbal, K. M. J. (2021)	Insights and implications of digital transformation on strategy and organizational change. Effects of digital transformation on the tourism industry.
Marketing Strategies	Rosário et al. (2023) Chaffey, D., & Smith, P. R. (2022) Santos, J. D., & Silva, O. L. (Eds.) (2019) Mele, E., & Cantoni, L. (2017) Mele, E., & Cantoni, L. (2018)	Planning, optimizing, and integrating online marketing strategies. Digital marketing strategies for tourism, hospitality, and airline industries. Theory and practices of website localization in tourism destinations.
Augmented Reality in Tourism	Kečkeš, A., & Tomicic, I. (2017) Ozkul, E., & Kumlu, S. (2019)	Overview of augmented reality's research and applications in tourism.

Social Media Marketing

Social media channels have become crucial in the promotion of adventure tourism. According to (Hanelt et al., 2021). Social media plays an important role in boosting engagement, communication, and content

co-creation between adventure travelers and locations. According to Barykin et al. (2021) social media in particular has emerged as a valuable medium for showcasing visually appealing adventure activities.

Storytelling and Content Creation

Effective storytelling on digital platforms may elicit emotional responses and increase the attraction of adventure tourism. Buhalis (2015) research emphasizes the value of intriguing storylines in driving consumer engagement and loyalty. According to Hanelt et al. (2021) using user-generated content can enhance the authenticity of adventure experiences and promote a feeling of community. Furthermore, Buhalis (2015) emphasizes how crucial content development is to promoting adventure tourism. Adventure tourism companies may engage their audience more deeply by developing intriguing storylines for multimedia material like videos, blogs, and social media posts. Potential clients are drawn in by this style of storytelling, which also creates a sense of anticipation and excitement, increasing their propensity to go on risky adventures. As a result, according to Hanelt et al. (2021), adventure tourism companies should spend money on carefully created user-generated content to both boost engagement and strengthen their position in the market.

Virtual Reality (VR) and Augmented Reality (AR):

Adventure tourism marketing could be revolutionized by the incorporation of VR and AR technologies. A study by Ozkul & Kumlu (2019) explores the immersive features of these technologies, which enable potential adventure tourists to preview locations and activities and consequently affect their decision-making. Kečkeš & Tomicic (2017) study provides a general overview of the research and application sides of augmented reality in the tourism industry. The use of VR and AR technologies could completely change the way adventure tourism is marketed. Ozkul & Kumlu investigate how these technologies' immersive capabilities help potential adventure travelers preview destinations and activities, which in turn influences their choice of travel destination.

Search Engine Optimization

Businesses in the adventure tourism industry must ensure strong presence on search engines and provide easy online booking procedures. Barykin et al. (2021) study stresses the importance of SEO in increasing website traffic, and examines how user reviews and

ratings affect purchasing decisions. With regard to Search Engine Optimization (SEO), it is evident that in order to succeed in the cutthroat market, adventure tourism companies must leverage the power of digital visibility. According to Barykin et al. (2021), SEO has a crucial role in increasing website traffic, which is important for enterprises in this sector. Maintaining a strong internet presence is crucial for drawing in adventure-seeking tourists, beyond just ranking higher on search engine results pages. The study by Barykin et al. also explores the complex relationship between customer reviews, ratings, and their impact on purchasing choices, highlighting how crucial it is to succeed in the adventure tourism market not just by showing up on the digital map but also by upholding a positive online reputation.

Challenges and Future Directions

While there are many prospects for adventure tourism in digital marketing, there are also difficulties. Further research is needed on the problems of information overload and preserving authenticity in a digital context (Hanelt et al., 2021). Additionally, due consideration must be given to the risk for over-commercialization and environmental effects brought on by an increase in tourism demand (Buhalis, 2015).

The digital marketing landscape for active tourism is continuously evolving, influenced by various trends and innovations. Drawing from recent research, including Hanelt et al. (2021), Barykin et al. (2021), Chaffey and Smith (2022), Santos and Silva (2019), Mele and Cantoni (2017), Mele and Cantoni (2018), Kečkeš and Tomicic (2017), and Ozkul and Kumlu (2019), here are several trends shaping the present and future of digital marketing for active tourism:

Personalization remains a dominant trend, as highlighted by Barykin et al. (2021). Digital marketers in the active tourism sector are leveraging data analytics, AI, and machine learning to create highly personalized experiences for potential tourists. Tailoring content, recommendations, and offers to individual preferences and behaviors not only enhances engagement but also drives conversion rates. This approach fosters a sense of connection and resonance, making tourists more likely to

choose adventure experiences that align with their interests and expectations.

The integration of immersive technologies, such as Virtual Reality (VR) and Augmented Reality (AR), as explored by Ozkul and Kumlu (2019), is gaining momentum. These technologies allow prospective adventure tourists to virtually explore destinations and activities, providing a taste of the adventure before committing. This trend not only enhances decision-making but also opens up new avenues for storytelling. Marketers can create immersive digital content that transports users to remote and thrilling locations, fostering excitement and anticipation.

Sustainability is a growing concern in the adventure tourism sector, as emphasized by Chaffey and Smith (2022). Bekele and Raj (2024) point out that digitalization and digital transformation are not just trends but essential shifts shaping the future of the tourism industry.

Digital marketing is increasingly used to promote responsible and eco-friendly adventure experiences. Companies are showcasing their commitment to sustainability through content marketing, highlighting initiatives such as eco-friendly accommodations, carbon offset programs, and conservation efforts. In addition, the transparency afforded by digital platforms enables tourists to make informed choices that align with their values, contributing to the growth of sustainable adventure tourism.

Conclusion

Promotion and engagement for adventure tourism now cannot be done without digital marketing. The investigation looks at the recent advancements, challenges, and outcomes of promoting adventure tourism through digital marketing. Empirical research shows that adventure tourism businesses are increasingly utilizing digital marketing techniques to reach their target audiences. Recent studies have shown that blogs, podcasts, social media platforms like Instagram and YouTube, and podcasts have become powerful marketing tools for

adventure travel and activities. Innovative virtual reality (VR) and augmented reality (AR) experiences have also developed into crucial marketing tools for luring potential travelers into thrilling adventure tourism services. Due to the fact that adventure travelers' evaluations and photos are a significant source of inspiration and engagement, the utilization of user-generated content has increased in popularity. For stakeholders in the industry, utilizing social media, captivating narratives, immersive technologies, and efficient online booking systems is crucial. However, achieving a balance between technical development and sustainability issues continues to be a major difficulty. This evaluation advocates for more research to address new concerns as it advances knowledge of the increasing role of digital marketing in adventure tourism. Due to the fact that adventure travelers' evaluations and photos are a significant source of inspiration and engagement, the utilization of user-generated content has increased in popularity. In the adventure tourist sector, there are many opportunities for digital marketing, but there are also many challenges. Research shows that while using digital platforms, it's critical to maintain the uniqueness and authenticity of adventure interactions. Striking a balance between the need to promote moral and ecological tourism practices and the desire to attract tourists becomes essential. Managing information security concerns carefully is also necessary, particularly when using personal data for targeted marketing campaigns. While there are many prospects for digital marketing in the adventure tourism industry, there are also many obstacles to overcome. According to research, it's crucial to preserve the authenticity and distinctiveness of adventure encounters when using digital platforms. It becomes crucial to strike a balance between the need to draw tourists and the need to promote ethical and sustainable tourism practices. Additionally, information security issues need to be managed carefully, especially when leveraging personal data for targeted marketing initiatives.

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Contact: alile@ust.edu.al