



Marketing Intelligence For Tourism Industry

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ABSTRACT

Businesses in the tourism sector utilized marketing intelligence (MI) to develop competitive strategies and customer engagement practices. When the industry becomes increasingly digitized, incorporating advanced technologies like artificial intelligence (AI), big data, and competitive intelligence (CI) will change how tourism businesses comprehend customer behaviour, predict trends, and optimize marketing attempts. Through a systematic literature review (SLR) of all the tourism marketing intelligence studies published over the years, this paper synthesizes the findings around the development of marketing intelligence in tourism, its application in the different segments of tourism, and the trends ushering in change into the landscape. Key themes include the rise of AI-powered personalization and smart tourism using Internet of Things (IoT) technologies and rely increasingly on real-time data for making strategic decisions. Also, it indicates that sustainability and ethical marketing strategies are becoming more critical in marketing intelligence frameworks. Although much has been written on the revolutionary usefulness of these technologies, there are unexplored areas in their application in micro tourism markets, such as the effect of automation on customer loyalty and the adoption of the sustainability dimension within marketing intelligence systems. The result is that marketing intelligence, if properly entrenched, carries to tourism enterprises a real edge in competition, thus increasing the firm's operational efficiency and customer satisfaction. Future research should fill these gaps, especially in analysing the role of blockchain technology's use in secure data handling and the transition of AI-driven marketing and consumer trust.

Keywords: *Marketing Intelligence, Artificial Intelligence, Big Data, Competitive Intelligence, Smart Tourism, Internet of Things, Personalization, Sustainability, Automation, Blockchain, Customer Loyalty.*

1. Introduction

1.1 Background

Marketers consider marketing intelligence data their top guide when they make tourism decisions. Organizations use this method to gather data to better evaluate their customers' wants, the entire market and their competitors. Through marketing intelligence, tourism companies use information from different sources to improve their products and services for their customers (Ramos et al., 2017). The rising tourism industry competition demands marketing intelligence better to plan the strategies of both tourism destinations and businesses. Tourism companies use competitive intelligence to find out what their competitors do and where they stand, which lets them develop ahead-of-the-curve plans to gain market advantage (Wood, 2001).

Throughout time, big data and artificial intelligence systems have become central elements of tourism marketing strategies. Travel companies must use intelligence to increase revenue and public relations (Lu & Cui, 2022). AI performs tailored services and runs better operations while bettering interactions with users at the same time. Modern digital tools let tourism marketers understand bigger data better which helps them redesign their product lines and advertising strategy (Figueiredo & Castro, 2020). Organizations now use marketing intelligence as their fundamental approach to achieving success and durable market benefits in tourism markets.

Tourism accepts marketing intelligence as a standard practice because today everyone promotes smart tourism globally. Through technology installations and measurement tools smart destinations make tourist visits better while saving resources and helping tourism develop in environmentally friendly ways (Buhalis, 2020). New technologies support tourism businesses by helping them analyze market data so they can make better marketing choices which leads to enhanced business success (Tomazzoni et al., 2021). The expansion of internet-based software systems and digital platforms generates huge data about customers which requires advanced marketing intelligence systems to support new innovations (Wangsankaew et al., 2018).

1.2 Research Questions

Based on recent technology growth and tourism marketing importance we need to research several key areas about this topic. Which marketing intelligence methods do companies apply today to run their tourism operations? The combination of artificial intelligence AI, big data collection and automation systems have rapidly expanded tourism marketing approaches since the last years. Studying current marketing technology trends helps us develop better future marketing solutions for the tourism business.

How well marketing intelligence helps tourism companies and destinations succeed in the market. Prevailing market competition pressures and consumer shifts force industry players to use market intelligence data to see upcoming trends and improve their business positioning. Marketers who manage travel locations and serve tourism clients examine how marketing intelligence enhances performance.

1.3 Objectives of the Systematic Literature Review (SLR)

We intend to study all published literature about marketing intelligence use in tourism businesses. This review combines tourism marketing intelligence research from all sources to create a detailed picture of its uses and benefits along with its problems.

Our review serves to find significant discoveries about how researchers study and what they explore today on marketing intelligence. Using researched materials from publications and documents, this review finds out the most prominent topics in the studies that show AI marketing intelligence adoption, plus the value of data analytics and competitive insights for tourism providers (Tomazzoni et al., 2021). The analysis of these market developments will reveal what marketing experts have done and how tourism companies can use this information to succeed.

2. Methodology

This systematic literature review (SLR) follows a structured approach to select, review, and analyze the existing literature on **marketing intelligence** in the **tourism sector**. The review aims to provide an in-depth understanding of how marketing intelligence has been applied within tourism marketing, its effects on competitiveness, and the role of emerging technologies such as **AI** and **big data**. The systematic approach involves defining clear criteria for including studies, reviewing selected articles rigorously, and synthesizing findings to uncover trends and gaps in the literature.

The review begins with identifying relevant literature based on **inclusion** and **exclusion criteria**. The inclusion criteria are designed to ensure the selected studies directly apply to marketing intelligence in tourism. The **exclusion criteria** for this review are designed to filter out irrelevant or outdated material. For instance, studies that do not specifically address marketing intelligence or are too general to provide actionable insights for tourism marketing will be excluded.

3. Literature Review

3.1 Overview of Marketing Intelligence in Tourism

Businesses apply market information from various customer behaviours, competitors and industries to create better strategies that boost their results. Marketers in tourism need data insights to understand what customers want and track market changes besides sensing industry rivals that steer business operations (Lu & Cui, 2022). Tourism businesses generate better results by reviewing market patterns, guest preferences, and external market data to modify their service plans.

Marketing intelligence tools in tourism have developed drastically over time since new technology methods arrived. During the initial phases, tourism companies used basic market research procedures, including interviews and surveys, to get market data. Organizations spend a lot of time on these research processes, resulting in inadequate results. As digital technology expanded the tourism sector started adopting better tools to gather and study market information. The Internet and online booking platforms gave tourism businesses immediate insights about their customers, which they used to develop better marketing solutions (Ramos et al., 2017). Companies use updated marketing intelligence methods involving artificial intelligence to understand better customer wants and deliver better services while enhancing their marketing performance.

3.2 Key Themes Identified in the Literature

The scientific studies on tourism market intelligence show important patterns that explain how business systems change tourism businesses. The research shows three main trends: mixing artificial intelligence with big data analysis while improving business market positioning and learning more about customer actions.

3.2.1 Integration of AI and Big Data in Marketing Intelligence

Tourism marketing intelligence has experienced a remarkable transformation through AI and big data because businesses can now examine vast datasets that were difficult to manage before. Machine learning software tools can handle vast amounts of organized and free-form data taken from social media, booking sites and online reviews through artificial intelligence capabilities. Organizations use these findings to target consumers and design effective marketing strategies (Tomazzoni et al., 2021). Chatbots and virtual assistants use AI to serve customers by responding accurately to questions and suggesting options according to familiar patterns. These systems help deliver better customer interactions while making business decisions work faster.

Tourism companies boost their market strategy with AI technology by creating better customer profiles and market segments which helps them deliver tailored solutions to each group. AI systems can study how customers move through the digital landscape, divide them into groups, and provide perfect recommendations for package discounts (Pühringer & Taylor, 2008). Real-time data analysis has led tourism businesses to replace fixed marketing programs with personalized and data-based marketing strategies.

3.2.2 Competitive Intelligence and Market Positioning

Competitive intelligence helps tourism companies see how they stand against market rivals and take proper action to defend their position. Businesses gain competitive advantages when they study competitor activities including strengths and weaknesses. CI analyzes competitors' moves and studies the marketplace, including market trends and external forces such as economic changes that guide CI practice (Wangsankaew et al., 2018). Tourism companies depend on this knowledge to adjust how they serve customers and compete with other businesses.

Tourism destination management organizations strengthen their positions in the market through the use of marketing intelligence. DMOs use marketing analysis results to design separate ads that attract different kinds of tourists from within and outside the country. By effectively positioning themselves destinations can draw more tourists while boosting their fame which helps the local economy (Tomazzoni et al., 2021)

3.2.3 Consumer Behaviour and Marketing Insights

Understanding how tourists behave makes up most of what marketing intelligence in tourism needs to know. Tourism businesses get helpful market information by studying customer travel motivations, destination choices, and buying habits (Sheehan et al., 2016). Studies show travellers now want customized trips where destinations choose experiences that match their particular tastes and give them rare authentic experiences (Liberato et al., 2018). When businesses receive and study authentic customer behaviours, they respond faster to their audience's needs.

By using social media information, tourism businesses can identify how their customers feel about their products and services. By examining this data, companies can make helpful changes to their products and services, develop better marketing strategies, and better serve their customers.

3.2.4 Technological Advancements (Automation, IoT)

Several innovative technologies like automation and IoT tools, besides AI and big data enhance the capacity to gather marketing intelligence in tourism. Through automated email marketing campaigns, CRM systems, and social media posting tools, businesses reduce costs while operating more effectively with their customers (Ratten, 2016). Connecting with these tools shows tourism businesses how customers interact and enable them to give direct service while sending tailored messages to everyone.

Tourism businesses can now access customer data and provide better services by adding Internet of Things devices to their operations. Tourism businesses now use smart devices for rooms hotel rooms, transportation and wearables to learn immediately what guests do and want (Buhalis, 2020). Businesses can enhance their product lines through this data while making better-adapted services for guests to visit.

3.2.5 Tourism Destination Marketing and Strategic Planning

Marketers and tourism developers must use marketing intelligence data to develop their plans and strategies. Relying on visitor information DMOs build effective promotion plans to bring desired tourists to their destinations. Destination markets need this information to stand out in their competition. Marketers can better build their strategic plans using data insights showing where to spend money on developing facilities plus service addition (Ramos et al., 2017). Destinations can better plan their positioning and branding to attract target visitors when they know what their clients want based on marketing data systems.

3.2.6 Ethical and Social Considerations

Marketing intelligence systems for tourism feature important ethical and social challenges related to privacy protection. Today's tourism businesses must sincerely explain how they handle customer information and must assure customer regarding their privacy concern (Saoud & Jung, 2018). Businesses need to look for potential flaws in artificial intelligence-driven marketing tools and prevent accidental discrimination against specific customer segments during their marketing activities. A company should use data responsibly by avoiding unauthorized exploitation of personal information to serve its sales purposes.

3.3 Methodological Approaches

The literature on marketing intelligence in tourism employs a variety of research methodologies. The practice of bibliometric research helps researchers spot subject developments and find top authors plus important publications in tourism. This method shows how research about marketing intelligence has progressed by revealing the important subjects and academic direction changes. Many studies of this nature use qualitative methods plus case research to show details about how marketing intelligence works in different tourism destinations. Research in this field usually follows specific businesses or tourist locations to show how marketing intelligence helps everyday practice in tourism.

4. Analysis and Discussion

4.1 Synthesis of Key Findings

This research review shows several main points about marketing intelligence value and uses in the tourism industry. The research shows how different areas like combining AI and big data with competitive insights help tourism marketing. The paper shows how marketing intelligence works in market sectors and different tourism types between small and big business and new and well-developed markets around the world.

1. AI and Big Data Integration in Marketing Intelligence

The combination of Artificial Intelligence and Big Data brings powerful changes to how tourism businesses use marketing intelligence. Research shows that tourism companies use AI and Big Data technologies to personalize their services while reaching better marketing results. Bulchand &Gidumal (2020) analyze how AI-based personalization with emotional intelligence advances service marketing in tourism transformation. Zsarnoczky (2017) show that tourism businesses use AI systems with large data to determine what customers want and make better decisions to beat their competitors.

Big Data matches industry developments and reveals what consumers do through its analysis of large datasets. Big data helps marketers target specific market segments Zsarnoczky(2017). Samara et al. (2020) research proves how big data analysis can predict what tourists want which allows managers to develop marketing messages to improve their customer connections.

2. Competitive Intelligence (CI) and Market Positioning

The literature provides numerous examples of how Competitive Intelligence helps companies win more business opportunities. Studies test the way organizations use CI to manage their destinations and build market presence. According to Wangsankaew et al. (2018) Thailand tourism businesses prove that marketing intelligence strategies bring profit and better market standing. Through his 2010 research Al-allak examines how Jordanian tourism SMEs use web-based marketing systems to remain competitive and enhance their online marketing activities.

Their model (Salguero et al. 2017) applies competitive intelligence assessment methods to help tourism businesses examine their performance positions. This system helps organizations find market opportunities by giving them complete competitive findings for their tourism business in busy sectors.

3. Consumer Behaviour Insights

Research findings primarily show that organizations should use marketing intelligence to better know their consumers' behaviour. Marketing intelligence tools show tourism businesses what tourists want to see in their trips and how they make their trip choices according to Figueiredo & Castro (2020) and Ratten (2016). Real-time consumer data collection lets companies create individualized tourism experiences for their customers. Wood (2001) shows tourism small businesses depend on marketing information systems to recognize specific buyer requirements and craft services that make customers happier and more devoted.

DMOs use marketing intelligence to study tourists' behaviours and then they manage destination promotion to improve connections with tourists according to Sheehan et al. (2016). Through blog analysis Pühringer& Taylor (2008) show that businesses collect consumer sentiments on social media which help them forecast tourist reactions to travel venues.

4. Tourism Destination Marketing and Strategic Planning

Research implies that marketing intelligence helps tourism destinations develop effective marketing plans and business strategies. Ramos et al. (2017) and Tsiotsou and Vlachopoulou (2011) show that DMOs and leading tourism businesses use marketing data to build effective future plans for tourist attraction. Ramos et al. in 2017 analyzed marketing automation technology for tourist destination managers to simplify management processes and enhance destination promotion which boosts the economy.

Most emerging tourism markets in Southeast Asia use marketing intelligence systems to make their destinations stand out from rival locations. European and North American tourism markets use marketing intelligence to better serve visitors while using it to adjust their winning touristic strategies in worldwide competition.

5. Geographical Comparison: Emerging vs. Established Markets

The use and practice of market data analysis differs greatly between emerging and developed tourist markets. Small businesses in developing tourism markets like Thailand and Jordan use marketing intelligence tools to enhance their growth as they face large international tourism companies in established markets. Wangsankaew et al. (2018) demonstrates how Thai small businesses use marketing intelligence tactics to win market battles while Al-allak (2010) proves how internet marketing platforms assist Jordanian tourism SMEs in gaining more clients.

Major tourism companies and travel organizations across established European and North American markets use marketing intelligence to enhance their business strategies and gain market advantages. According to Sheehan et al. (2016) big tourism companies use large datasets to optimize operations and stay ahead in the market. The markets in these areas possess well-developed technology systems that permit them to exploit sophisticated marketing intelligence tools more effectively.

6. SMEs vs. Large Tourism Firms

SMEs and large tourism firms use marketing intelligence differently from one another. With limited resources SMEs compete effectively by utilizing online technology to access affordable marketing intelligence systems according to Al-allak (2010). Their small size doesn't stop them from using these systems to gather market information and see into what customers want plus what competitors do. Figueiredo & Castro (2020), bigger tourism companies invest in advanced analytics and technology to build customized marketing campaigns since they have ample funding.

4.3 Gaps in the Literature

Despite the significant success of marketing intelligence use in tourism studies, there are still open research topics to explore. Available research primarily covers broad issues about big data analytics and AI yet leaves important specific subject areas undocumented. Companies must gather new test data on specific topics to develop marketing intelligence better.

1. AI Applications in Niche Tourism Segments

Big data and AI get extensive research in regular tourism sectors but scientists need to examine their application in specialized tourism sectors first. Less popular tourism areas like eco-tourism and medical tourism lack targeted marketing strategies because these niches gain more interest today.

The literature mainly concentrates on tourism's large markets and standard destinations, while AI methods could make excellent customer relations tools in niche markets today. Research needs to explore better ways to use artificial intelligence systems to find and serve both vacationers who want rare experiences and people going to destinations for specific reasons including wellness, adventure, and heritage sites (Katiyar & Priyanka, 2015). Research needs to confirm how AI helps both market products better and personalize services while making customers happier.

2. Impact of Automation on Customer Loyalty and Retention

Researchers have primarily studied the benefits of automation for tourist operations and prices but have not examined its effect on customer loyalty and prolonged trust in the tourism sector. Tourism companies rely heavily on automated marketing platforms including email promotions and chatbots supported by AI recommendation systems. Researchers have not gathered enough test results to show whether automated systems impact how customers trust and stay loyal to brands while feeling satisfied.

Tourism businesses should study making automation give individualized service while keeping human interaction parts for successful operations. Research needs to examine how travelers react to AI technologies and automated services as these systems impact both their loyalty and satisfaction levels. Ratten (2016) and Pühringer & Taylor (2008) examined how customers engage but researchers need to explore different methods to keep customers loyal while using automated systems.

3. Sustainability and Ethical Marketing use AI and Big Data technology for their marketing practices.

Scholars have not examined enough the ways AI and big data promote sustainability in tourism marketing activities. Research finds increasing demand for sustainable tourism but scientists need better information about how AI and big data support those efforts. Available research does not explain how marketing intelligence platforms support touristic destinations and companies in creating sustainable practices or how data proves and markets sustainability goals.

Scientists need to study how AI and big data technologies support green marketing activities in the tourism sector. Tourism businesses should research methods to promote sustainable products and eco-friendly consumer habits while avoiding fake actions that abuse customers. This field needs further research to understand how data impacts sustainability and eco-tourism goals when companies use it to reach their customers. Businesses must learn to track environmental performance through AI while ensuring their tourism products match ethically conscious customer buying habits to build sustainable industry growth (Buhalis, 2020).

4. The Role of Marketing Intelligence in Post-Pandemic Tourism Recovery

Studies need to evaluate how tourism marketing intelligence practices changed due to COVID-19 and discuss their findings. Research about changing marketing intelligence practices in post-pandemic tourism recovery needs more empirical support despite others reporting digital transformation growth during the pandemic.

Marketing intelligence systems help tourism elements and travel companies in their efforts to reverse pandemic damage by assuring customers and enhancing visitors' willingness to travel. Technical innovations in data analytics and real-time monitoring should get tested further to assist companies in studying customer changes and modifying their promotion plans. Experiments will study if AI technology and online activity reports improve tourism recovery and industry adaptation to health and security trends (Tulungen et al., 2021).

5. Privacy and Data Protection in Tourism Marketing

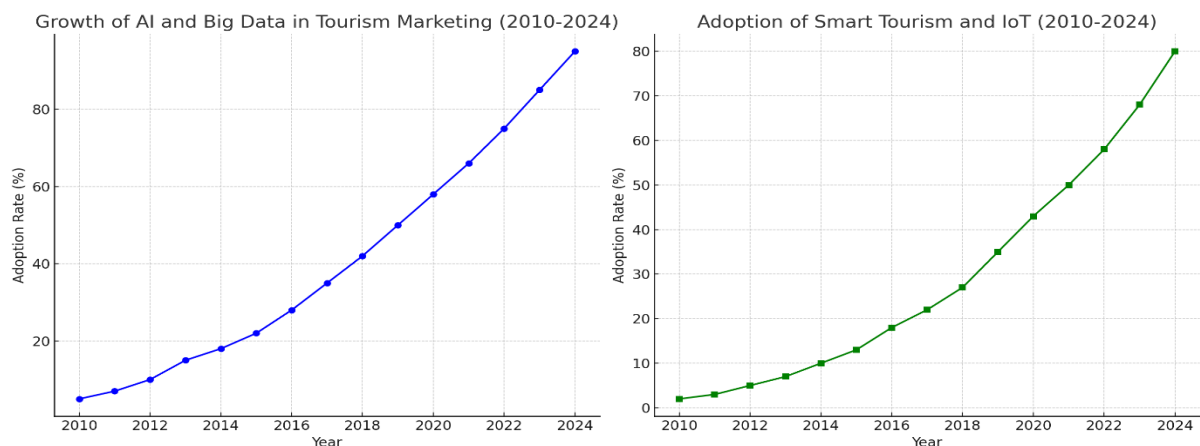
Businesses in the tourism sector now use AI and big data for marketing insights but people worry about protecting their privacy and ensuring proper data handling. Although researchers have studied data privacy regulations such as GDPR in Europe for marketing purposes there is not enough empirical data on how these concerns impact tourist trust and engagement.

Studies should investigate the ethical practices of tourism businesses when dealing with consumer data collection, housing and usage. Tourism companies need to show customers their data handling methods while using AI and big data technologies without breaking privacy rules. Effective marketing intelligence systems in tourism need balanced use of personal data to achieve long-term success (Tsaih & Hsu, 2018).

6. Cross-Cultural and Regional Variations in Marketing Intelligence Adoption

Research on marketing intelligence in tourism principally serves North American and European customers but ignores cultural differences when people from worldwide regions accept such tools. Tourism marketing companies in diverse parts of Asia Pacific, Africa and Latin America face unique barriers and market opportunities when using AI big data automation technologies.

The study of different market regions through actual research data helps us understand what each region needs and why businesses struggle to add marketing intelligence tools. Developing country tourism companies find it hard to use advanced marketing intelligence technologies because of their infrastructure limitations and lack of technology skills. Reviewing these differences will assist in creating unique marketing intelligence practices for distinct business regions.



5. Conclusions

5.1 Summary of Key Findings

This research study reviews recent changes in marketing intelligence for tourism companies, especially regarding how advanced technologies like AI (artificial intelligence), big data, and CI (competitive intelligence) assist their business operations. Our complete review showed multiple essential research results. AI-based big data processing strengthens tourism marketing with enhanced customer services, better operation management, and innovative market strategies. AI tools studied by Tsaih & Hsu (2018) show their potential to predict consumer behavior and serve customers better according to their individual needs. This results in better satisfaction and stronger loyalty toward the brand. Big data analytics enables businesses to see customer habits instantly, which helps them make quick strategy changes beyond traditional marketing practices.

Competitive intelligence tools help both tourism businesses and DMOs keep their market position strong and improve their services. Many businesses now rely on the findings of Wangsankaew et al. (2018) and Salguero et al. (2017) to strengthen their competitor monitoring capacities and enhance their market trend analysis while enhancing their marketing plans. Companies have better control over market changes and outperform their rivals through fast decisions in the rapidly evolving tourism industry. The literature now focuses on smart tourism, which links IoT devices with cloud computing and Artificial Intelligence to offer better service experiences to tourists. Buhalis (2020) explains how smart cities and Internet of Things technology improve how tourists experience destinations by giving businesses location-based services that enhance their whole visit.

5.2 Contributions to the Field

The study helps researchers and practitioners explore marketing intelligence better in the tourism industry. The review presents a complete description of marketing intelligence development for tourism businesses through a detailed research analysis published over many years. The research analyzes how AI big data and IoT change how businesses market to customers and shows their impact on modern tourism marketing activities. The review puts competitive intelligence at the forefront by exploring how organizations use it for better strategic positioning and selection-making.

The review helps tourism companies run better and helps managers create effective marketing plans. It tells businesses how to use marketing intelligence in their strategy through tangible steps such as buying AI tools for individualized customer experiences, monitoring current data to strengthen guest interaction, and making sustainability stand central in their marketing campaigns. Through its real-world applications, the SLR helps businesses adjust their strategies successfully to compete and adapt their services to meet current tourist demands in the data-driven age.

5.3 Future Research Directions

Although this SLR analyzed many studies, it found essential topics that needed additional research. Tourism companies use AI and big data technology systems to boost their services within specific traveller segments including ecotourism, heritage tourism, and medical tourism. These particular types of visitors need specific experiences but research on applying marketing intelligence to target this group needs more study. Future research should analyze how advanced digital tools based on artificial intelligence enable small industry operators to study market data for custom-made service development.

Research needs to examine how automation influences what customers want to stay as loyal customers. Although marketers leverage chatbots and AI-powered tools to enhance their operations, they have not conducted substantial research on how automated systems modify their long-term relationships with their customers. The study will explore how automated communication affects tourism customers as both a loyalty booster and repeller depending on their interaction experience.

The use of blockchain technology should be studied as a new tool for collecting tourism market information. Domestic companies can use blockchain technology to secure their customer data and personal information better while showing users the details of their transactions. Integrating blockchain into existing marketing intelligence systems will enhance consumer trust and safeguard personal data in tourism marketing. This research direction offers promising value to the study field. Data protection worries drive companies to explore blockchain technology which helps businesses provide safe and open services to their clients.

Despite the progress in tourism marketing, researchers still need to uncover more ideas. Future research by studying new technology applications will strengthen our knowledge about marketing intelligence benefits for tourism industry development.

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