

Systematic Literature Review: Analysis on Tourism Marketing during the COVID-19 Pandemic

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Abstract: ***Purpose:** This study uses the systematic literature review method to review the results of research that have been carried out and published related to tourism marketing during the COVID-19 pandemic. **Design/Methodology/Approach:** The SLR method is carried out systematically by following stages and protocols that allow the literature review process to avoid biases and subjective understanding from the researcher. The source of data obtained from the Scopus database is in the form of reputable international journal articles with time series data for 2019-2023, which received 369 journal articles and limited based on the top ten journal articles that are most relevant to the research study, namely "Tourism Marketing" AND "COVID-19 Pandemic," **Results:** First, the trend of research topics in marketing is one of the dominant issues faced because tourism is one of the sectors greatly affected by the COVID-19 pandemic. The shift in the tourism marketing process during the COVID-19 pandemic is a challenge for the tourism sector, to rise from the COVID-19 pandemic. Second, the results of the Systematic Literature Review analysis of tourism marketing studies during the COVID-19 pandemic show that tourism marketing requires strategy, innovation, adaptation, models, synergies, collaborations, and information and communication technology adoption. **Originality / Value:** This research results from a summary review with the Systematic Analysis Review analysis method, which discusses the theme of tourism marketing studies during the COVID-19 pandemic. In addition, this article provides recommendations on future challenges and variables that are relevant as a basic study in dealing with the tourism crisis.*

1. Introduction

Tourism is a business sector that utilizes natural resources, culture, and human resources (Lubowiecki-Vikuk and Sousa, 2021). Activities in the tourism industry is engaged in various subsectors, including accommodation, transportation, Food, and Beverage, to small micro and medium enterprises (Seshadri *et al.*, 2023). The large expansion of the tourism subsector has an impact on the economic growth of a country. Tourism is s one of the priority sectors of government development because tourism has the potential to expand business subsectors engaged in the tourism industry to have a significant multiplier effect on the economy.

The COVID-19 pandemic attacks the human respiratory system, making it easy to spread (Suhail *et al.*, 2019). The easy spread of the COVID-19 pandemic has become uncontrollable with various human activities, so one of the impacts occurs in limiting human mobility (Selvi, 2021). The existence of restrictions on human mobility is one of the efforts to minimize the spread of the COVID-19 pandemic infection. The tourism sector was dim due to the Covid-19 pandemic. This was due to the PSBB policy that closed all activities that could cause crowds. The government minimizes the possibility of transmission of the coronavirus from clusters of tourist attractions so that all tourist activities are entirely stopped (Lu *et al.*, 2022). However, business actors are now starting to be able to operate again because some tourism places can be opened in the adaptation phase of new habits by implementing strict health protocols.

The restriction policy in the form of a lockdown to prevent Covid-19 has closed various economic places. This situation also impacts the money turnover in the tourism sector, especially lodging, and souvenirs to travel service providers (Selvi, 2021). Some policies that support carrying out tourist activities during adapting to this new habit are by implementing strict health protocols such as maintaining distance and wearing masks, preparing hand washing facilities and infrastructure such as soap or hand sanitizers to limit the number of visitors to 50% of the total capacity, and enforcing visit time rules to collect data on each tourist who visits the attraction (Jamin *et al.*, 2020). This policy of adapting to new habits determines the success of the development of a city and determines the success of the development of its tourism sector.(Zhong *et al.*, 2022) It is unable that tourism is the leading force for local governments to build a city brand. However, it is also miserable that nowadays, many regions still do not understand the power of tourism. This is evident from the fact that there are still many regions that do not manage well the tourism potential of their regions. Support from local governments must be increased to manage and develop tourism potential.

In the context of tourism marketing communication, examining how the government responded to the pandemic and re-strategized to promote the tourism industry after it subsided is interesting (Supryadi *et al.*, 2022). Marketing communications are a means by which marketers inform, persuade, and remind consumers, either directly or indirectly, about the product or brand being sold (Melović *et al.*, 2022). In the context of tourism, the products marketed are tourist attractions.

Marketing is one of the communication activities where communication becomes a power in every aspect of human life (Binh Nguyen *et al.*, 2023). Not only that, but communication is also the primary tool for companies in running their organizations. In the business world, communication is also used to introduce and distinguish the brand of a product (Zhang *et al.*, 2021). Successful brand would have a strong domino effect, cheerful, and always be remembered and felt by the public as a substantial personality value of a product. Therefore, a brand must be notified to the public through suitable communication media. Companies need to realize that a brand that is only stored and never designed the right strategy will die, unable to compete with other brands. Likewise with tourism, without excellent and significant marketing, it will fail, be unable to compete, and not provide other multiplier effects on economic growth and community welfare (Erul *et al.*, 2022).

This study uses the systematic literature review method to review the results of research carried out and published related to tourism marketing during the COVID-19 pandemic. A systematic literature review is a method that identifies, assesses, and interprets all findings on a research topic to answer previously established research questions. This research uses the time series method during the COVID-19 pandemic from 2019 to 2023; research developments related to the study issues discussed can be known carefully.

2. Method

This research uses a research method with a systematic literature review (SLR) approach. The SLR method is carried out systematically by following stages and protocols that allow the literature review process to avoid bias and subjective understanding from the researcher (Bisio *et al.*, 2022; Deng *et al.*, 2021; Kim *et al.*, 2021). The use of literature study analysis methods in this study aims to analyze research themes related to tourism marketing during the COVID-19 pandemic. Literature Study Research uses secondary data types in Scopus-indexed international journal articles with 369 journal articles related to the study topics. This study used the Scopus database as the largest indexation service provider and database provider used by academics internationally (Ndaguba *et al.*, 2022). As a result, the data obtained from the Scopus database is credible data from international academic research.

The data collection stage of this study was through a Scopus database (<https://www.scopus.com/>) with keywords "Tourism Marketing" AND "COVID-19 Pandemic" on the Scopus database search engine. Furthermore, the data obtained is specified based on the category of publication year, research topic, document type, and journal/publication name. After the data is categorized based on research needs, this study uses time series data from 2019-2023. The stages of data analysis are carried out based on distribution over time, research and writing areas, research methods, and measurements used. In addition, this study also used an

analytical tool, namely the Nvivo 12 plus software, to visualize research results in the form of wordcloud.

3. Results

This article discusses how the COVID-19 pandemic has significantly impacted the tourism sector industry, changing the world tourism market and local tourism companies in response to the challenges caused by COVID-19. Summarizing business experience in dealing with the COVID-19 pandemic crisis and a more efficient response to similar problems in the future can contribute to a more resilient tourism sector in the face of the situation. As a result, the study analyzes how tourism marketing during the COVID-19 pandemic was reviewed based on the Systematic Literature Review analysis. The results of the analysis of articles have been filtered with the limitations of the issues. Taken show a trend towards the topic of the study that was analyzed, which was tourism marketing during the COVID-19 pandemic obtained from the Scopus database. These results were obtained from analyzing articles that were filtered with the limitations of the issues taken. The trend of research topics in marketing is one of the dominant issues faced because tourism is one of the sectors greatly affected by the COVID-19 pandemic. The shift in the tourism marketing process during the COVID-19 pandemic is a challenge for the tourism sector, to rise from the COVID-19 pandemic. With the various trials and challenges the tourism sector faces, publications related to this issue have increased significantly. This can be seen in figure 1.

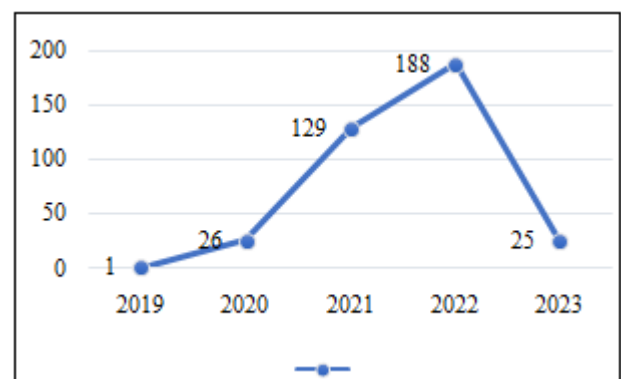


Figure 1: Number of Publications by Year

Figure 1 shows the publication trend of Scopus-indexed journals related to tourism marketing during the COVID-19 pandemic from 2019 to 2021. Literature journals related to research topics increased significantly in 2021 and 2022. The increase in the number of published journals shows the ability of a system to develop a benefit-risk analysis related to tourism marketing mechanisms during the COVID-19 pandemic. The number of studies related to tourism marketing during the COVID-19 pandemic was 369 research journal articles, which were further analyzed based on the highest level of relevance and were then taken from ten research journal articles. The outline of the study issues discussed with the keywords "Tourism Marketing" AND "COVID-19 Pandemic" research areas published in international journals indexed by Scopus.

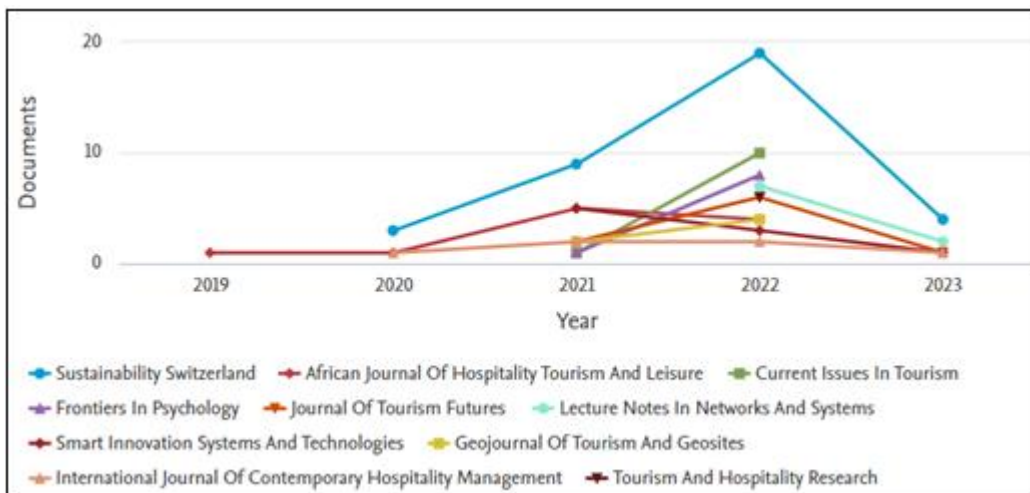


Figure 2: Number of documents by Source

Figure 2 shows the number of journal documents based on publisher sources indexed by Scopus against 369 journal articles. The study results show that the published articles are dominated by the journal Sustainability Switzerland throughout the year based on superior time series data from 2021 to 2022. So, this shows that with the high number of

publications carried out by the journal Sustainability Switzerland focuses on studies related to the marketing economy. Meanwhile, when analyzed through geographic contexts, the distribution of the number of publications related to the issue of research studies can be seen in figure 3.

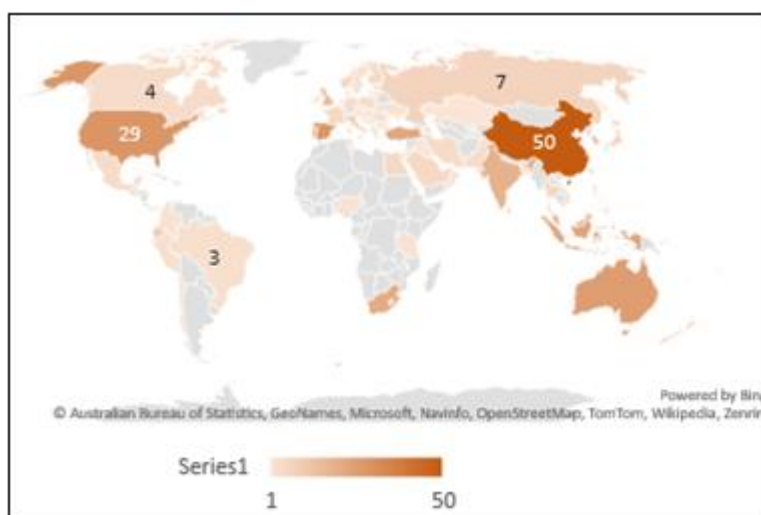


Figure 3: Number of documents by region

Figure 3 shows the number of publications based on the geographical location of research related to the study issues discussed, namely "Tourism Marketing" AND the COVID-19 Pandemic" globally. The research literature related to the first highest research issue is China, with 50 journal articles published. While in second place, namely the United States, with 29 journal articles, the same is actual with Spain with the same number. Meanwhile, Indonesia is ranked fifth with 24 journal articles published. Of the total number of articles

from 2019 to 2023, 369 journal articles are categorized based on keywords, there are "tourism marketing" AND "COVID-19 Pandemic," and filtered based on the type of publication, namely in the form of journal articles. More specifically, the author analyzed ten articles from 369 journal articles with a relatively high level of relevance compared to other articles so that the ten most relevant articles are obtained, which can be seen in table 1 below.

Table 1: Top 10 Relevant Articles

Title	Authors	Journals/Proceedings	Year	Citations
The effect of strategic foresight on tourism marketing after COVID-19	Suhail, K.S.J., Naamo, G.S., AlJashaam, A.A.G. (Suhail <i>et al.</i> , 2019)	African Journal of Hospitality, Tourism and Leisure, 8(1), pp. 1–11	2019	3
Russian tourism enterprises' marketing innovations to meet the covid-19 challenges	Sheresheva, M., Efremova, M., Valitova, L., Polukhina, A., Laptev, G. (Sheresheva <i>et al.</i> , 2021)	Sustainability (Switzerland), 13(7), 3756	2021	13
#StayHome today so we can	Ketter, E., Avraham, E.		2021	34

#TravelTomorrow: tourism destinations' digital marketing strategies during the Covid-19 pandemic	(Ketter and Avraham, 2021)	Journal of Travel and Tourism Marketing, 38(8), pp. 819–832		
Digital marketing effect to intention to domestic tourism during COVID-19 in Jordan	Nofal, M.I., Al-Adwan, U.S., Yaseen, H., Alsheikh, G.A.A. (Nofal <i>et al.</i> , 2020)	Periodicals of Engineering and Natural Sciences, 8(4), pp. 2471–2483	2020	11
Recovery strategies and marketing campaigns for global destinations in response to the Covid-19 tourism crisis	Avraham, E. (Avraham, 2021)	Asia Pacific Journal of Tourism Research, 26(11), pp. 1255–1269	2021	4
Digital marketing communication strategy virtual tourism in 5 super priority destinations on the COVID-19 Pandemic	Primastahta, C.K., Evelina, L.W. (Primastahta and Evelina, 2022)	Journal of Theoretical and Applied Information Technology, 100(21), pp. 6572–6586	2022	0
The application of the inbound marketing strategy on costa del sol planning & tourism board. Lessons for post-covid-19 revival	Sánchez-Teba, E.M., García-Mestanza, J., Rodríguez-fernández, (Sánchez-Teba <i>et al.</i> , 2020)	Sustainability (Switzerland),12(23), pp. 1–15, 9926	2020	18
Marketing strategies for the tourism industry in the United Arab Emirates after the COVID-19 era	Seshadri, U., Kumar, P., Vij, A., Ndlovu, T. (Seshadri <i>et al.</i> , 2023)	Worldwide Hospitality and Tourism Themes,	2023	1
The Evolution of Promotional Marketing Strategies of Tourism Businesses in South Africa - Post Covid-19	Moodley, M.N., Naidoo, S. (Moodley and Naidoo, 2022)	African Journal of Hospitality, Tourism and Leisure, 11(3), pp. 1038–1052	2022	1
Web 2.0 Digital Marketing Tools in the Ecuadorian Tourism Sector Against of the COVID-19 Pandemic	Ballesteros-López, L., Peñaherrera-Zambrano, S., Armas-Arias, S., López-Pérez, S. (Ballesteros-López <i>et al.</i> , 2022)	Lecture Notes in Networks and Systems, 411 LNNS, pp. 615–626	2022	0

Table 1 shows the top 10 Relevance articles related to the research issues/topics discussed related to Tourism Marketing during the COVID-19 Pandemic. The results of the research analysis of ten relevant articles show the trends of the study discussed related to; first, the problems faced by tourism and tourism marketing strategies during the COVID-19 Pandemic. Second, the paper analyzes the impact of the COVID-19 Pandemic on tourism marketing. Third, the application of digital technology in tourism marketing and future tourism marketing challenges.

Summarizing the research results related to the experience of dealing with the COVID-19 pandemic crisis in the tourism sector, especially in its marketing, allows for a more effective and efficient response to similar crises that may be faced in the future. Research contributions can provide tourism resilience to deal with similar crises. The results of the analysis of the top ten articles relevant to the research topic show that, First, the significant challenges and impacts of COVID-19 have changed tourism marketing patterns so that they have a sustainable impact on the economic income of a region (Binh Nguyen *et al.*, 2023; Li *et al.*, 2022; Lu *et*

al., 2022; Sánchez-Teba *et al.*, 2020; Tijjng and Nurfadhilah, 2022; Wu and He, 2022). Secondly, some local tourism businesses in some regions of the world are not resilient enough in the face of the COVID-19 pandemic crisis (Erul *et al.*, 2022; Jamin *et al.*, 2020; Pappalepore and Gravari-Barbas, 2022; Seshadri *et al.*, 2023; Sheresheva *et al.*, 2021; Supryadi *et al.*, 2022; Tijjng and Nurfadhilah, 2022; Wen *et al.*, 2022). In some developing countries, local tourism businesses have difficulty getting help from the state. Tourism businesses that rely on themselves and innovate to create services and products tailored to changing customer needs and preferences have opportunities. Third, the increasing use of digital marketing tools enables small businesses to offer new value to customers aligned with new tourism requirements and trends, such as travel safety, prevailing interest in individual and short-term travel for short distances, and a sharp increase in demand for domestic tourist destinations (Nofal *et al.*, 2020; Primastahta and Evelina, 2022). Meanwhile, when analyzed based on data types, the method of collecting data and data sources obtained against the top ten research articles can be seen in table 2.

Table 2: Type of data, collection method and sources

Type of Data	Data Collection Method	Author/year
Primary Data	<ul style="list-style-type: none"> • Questioner • Interview • FGD (Focus Group Discussion) 	(Moodley and Naidoo, 2022; Nofal <i>et al.</i> , 2020; Sheresheva <i>et al.</i> , 2021; Suhail <i>et al.</i> , 2019)
Secondary Data	<ul style="list-style-type: none"> • Datasets provide by national or international sources. • Data collected from social media. • Online adds provide by national/international sources 	(Avraham, 2021; Ballesteros-López <i>et al.</i> , 2022; Ketter and Avraham, 2021; Primastahta and Evelina, 2022; Sánchez-Teba <i>et al.</i> , 2020; Seshadri <i>et al.</i> , 2023)

Table 2 shows the analysis results based on the research method used, which relates to data type, data collection, and data sources used in the study. Analysis of the research methods used from the top 10 research articles related to

research issues/topics is fundamental to determine the relevance of the data used in the research. Table 2 shows that the type of data used, that is, the sample of articles observed, is well distributed between primary and secondary

data. The top 10 most relevant articles use secondary data from national and international sources to explore the topics of study "Tourism Marketing" AND "COVID-19 Pandemic."

One study relies on the results of a Focus Group Discussion (FGD) related to possible strategies to address the marketing challenges local tourism businesses and industries face. Some use primary data sources with a case study approach in analyzing research study topics with data collection methods like questionnaires and interviews. The advantages of data collection based on questionnaires and interviews in the case study research approach provide a more specific data study under the field conditions (Tijiang and Nurfadhilah, 2022). Usually, this study discusses the topic of study fundamentally and thoroughly. On the other hand, 6 out of the top 10 journal articles were analyzed using secondary data sources obtained from national and international authorities in the form of datasets analyzed using analytical tools in the form of software in the form of Nvivo, ANOVA, and Vosviewer (Avraham, 2021; Cavaco *et al.*, 2022; Ketter and Avraham, 2021; Sánchez-Teba *et al.*, 2020; Suhail *et al.*, 2019). With the help of these analytical tools, it can facilitate data analysis in the form of datasets whose nature has a lot of data. The advantage is that it can provide more general data about research studies. The results of the analysis carried out on the dataset of 369 Scopus indexed journal articles related to research studies analyzed with the help of Nvivo 12 plus software can be seen in figure 4.



Figure 4: Word Cloud Analysis

Figure 4 shows the results of wordclouds analysis of a dataset of 369 international journal articles indexed by Scopus from 2019 to 2023. The NVivo 12 qualitative analysis program produced the word cloud, which also enables us to create a word frequency query. The software was used to make the word cloud. To achieve this goal, the word frequency in each of the article's sections (the title, the keywords, and the abstract) is dissected and analyzed independently. The software will, by default, remove all

instances of so-called "halt words," also known as conjunctions, prepositions, and other similar elements that contribute to a significantly reduced number of meaningless word counts (Prahani *et al.*, 2022). The results of word clouds analysis of research studies show the dominant topics discussed and reflect the dominant variables related to the research studies discussed. The chief variables addressed in this research study are related to tourism, the COVID-19 pandemic, and marketing. Other supporting variables are: models, strategies, measurements, developments, technologies, tourists, businesses, and more.

Impact of COVID-19 on tourism marketing

Economic Risks in the COVID-19 pandemic have resulted in recessions across the country (Arantes and Sousa, 2021). The pandemic impacts the economy in the informal sector because they have low incomes and savings and tend not to have insurance or savings protection and contract labor status. Some sectors that experienced a slump during the COVID-19 pandemic were (Armas-Arias *et al.*, 2022; Pappalepore and Gravari-Barbas, 2022; Zhang *et al.*, 2021): (1) The accommodation sector and providing food and drink. This has reduced output due to a decrease in the number of local and foreign tourists and many incidents of government and private agency cancellations of activities such as meetings and conferences in hotels. (2) The processing industry, namely the Food and Beverage Industry, experienced a decrease in output due to declining foreign demand, as seen from the export data of food and beverage commodities. (3) Rail and air transportation has decreased due to the small number of passengers and the cancellation of train and plane trips due to fears of the spread of COVID-19.

The COVID-19 pandemic has disrupted global supply chains, domestic affairs, financial markets, and consumer demand and has negatively impacted major sectors, including travel and tourism (Černá, 2021; Kieanwatana, 2021; Rosita *et al.*, 2022). The impact of the COVID-19 pandemic has greatly affected the entire tourism value chain, small and medium-sized companies in the tourism sector, and the creative economy. In the tourism industry, it can be seen in a significant decrease in the arrival of foreign tourists' visits, the cancellation of flight tickets for flights and hotels, and a decrease in bookings. This has also decreased due to the slowdown in domestic travel, especially domestic tourists. People reluctance to travel feared the spread of the impact of Covid-19 in tourist areas. This also happened to the decline in tourism and travel businesses, impacting small businesses and informal workers, and employment is falling. We need to know that tourism is a labor-intensive sector that absorbs a workforce of more than 13 million workers. The multiplier effect that follows, including the derivative industries formed under it has also experienced the impact of the COVID-19 pandemic in the tourism sector (Wu and He, 2022).

The Covid-19 pandemic has affected all G20 countries in recession (Sánchez-Teba *et al.*, 2020). Some of the G20 are predicted to experience negative economic growth, but only 3 of the G20 countries are expected to still show positive economic growth in 2020, there are Indonesia, India, and China (Woosnam *et al.*, 2022). Indonesia is predicted to

experience real Gross Domestic Bruto growth in 2020, still at 1 percent, while before Covid-19, the prediction of Indonesia's Gross Domestic Product growth was 5.1 percent, and the tourism industry sector also decreased due to the hampered mobility process between countries (Tijjng and Nurfadhilah, 2022).

Based on the results of the Systematic Literature Review analysis of tourism marketing studies during the COVID-19 pandemic, tourism marketing requires strategy, innovation, adaptation, models, synergies, collaboration, and the adoption of information and communication technology. Innovation is the main thing, and there must be fundamental changes today. Governments are working on priority destinations. Innovation must be carried out regarding infrastructure, culture, culinary, fashion, and all tourism-related matters and the creative economy (Supryadi *et al.*, 2022). Adaptation must be implemented because all parties must be able to adapt to the conditions of the Covid-19 pandemic by continuing to improve the application of 'CHSE' (Cleanliness, Health, Safety, and Environment) (Ripinga and Mazenda, 2022). Collaboration is that all parties must be able to cooperate and collaborate with the tourism sector because millions of jobs are affected in the tourism sector and the creative economy (Rosita *et al.*, 2022). We must strive for this so that jobs are wide open, and people's incomes increase. The strategy to improve the tourism industry sector and the creative economy is to use Technology and Information for informal workers and small businesses to survive during the COVID-19 pandemic.

The first step to revive small and medium enterprises, awakening informal workers in the tourism industry in the short term is to create demand stimulus and encourage digital (online) platforms to expand partnerships, in addition to efforts, namely through cooperation and the use of innovation and technology that supports the improvement of product quality and competitiveness, such as product processing, packaging and marketing systems and others (Nofal *et al.*, 2020). Small business actors and informal sector workers in the tourism industry can increase their business through electronic (online) trading systems and conduct partnerships (Černá *et al.*, 2022). This is an opportunity to increase online transactions during the COVID-19 pandemic. It is hoped that informal workers and small and medium enterprises in the tourism sector can survive during the pandemic and need to be done in improving institutions, namely building networks, or joining a partnership. The use of technology has become a must, and the improvement of online services for small and medium enterprises and the informal sector of the tourism industry is significant for promotion, communication, and the process of selling goods/services, such as through marketplaces and websites/applications (Ballesteros-López *et al.*, 2022). Various ways to save the tourism sector during the Covid-19 pandemic are by providing assistance, subsidies, and relaxing loans (Kieanwatana, 2021). This is done by the government so that informal workers and small and medium enterprises can survive. In the Covid-19 pandemic, what needs to be done is to improve institutions and the use of technology.

4. Conclusions

Systematic Literature Review Analysis of Tourism Marketing during the COVID-19 pandemic Summarizing business experiences in dealing with crises and more efficient responses to similar situations in the future may contribute to a much more resilient tourism sector—a much more resilient tourism industry. The analysis results show a trend toward the topic of the study analyzed, namely tourism marketing during the COVID-19 pandemic. The trend of research topics in marketing is one of the dominant issues faced because tourism is one of the sectors greatly affected by the COVID-19 pandemic.

The COVID-19 pandemic has disrupted global supply chains, domestic affairs, financial markets, and consumer demand and has negatively impacted significant sectors, including travel and tourism. The impact of the COVID-19 pandemic has greatly affected the entire tourism value chain, small and medium-sized companies in the tourism sector, and the creative economy. The shift in the tourism marketing process during the COVID-19 pandemic is a challenge for the tourism sector, to rise from the COVID-19 pandemic.

Based on the results of the Systematic Literature Review analysis of tourism marketing studies during the COVID-19 pandemic, tourism marketing requires strategy, innovation, adaptation, models, synergies, collaboration, and the adoption of information and communication technology.

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