

The information age in communications and its impact on consumer behavior in the tourism business

Teodora Rizova

Department of Administration and Management
New Bulgarian University
Sofia, Bulgaria
trizova@nbu.bg

Nadezhda Dimova

Department of Economics
New Bulgarian University
Sofia, Bulgaria
n.dimova@nbu.bg

Abstract: In recent years, there has been an increased development of information technologies, which have a significant impact on the economic and social sphere worldwide and, in particular, on communications between consumers and companies. Dynamic changes in the global aspect of the economy and changes in consumer tastes and preferences are only part of the factors for the creation and integration of new modern technologies. It is the application of various technologies that is of key importance for communications with consumers in the tourism business.

Attesting to the relationship between customer satisfaction and the success of a company's experience generation strategy is complex. Consumers may be very satisfied but completely unmotivated to make additional trips or recommend the company to others. It is precisely in this process and the resolution of various challenges that information technology is essential.

Keywords: *information technology, digitalization, consumer behavior, marketing, tourism, information communication technologies, communications in tourism, communication framework*

I. INTRODUCTION

The dynamic and continuous improvement of information and communication technologies determines the rapid development of new digital means that attract the attention of users and make them feel special. In parallel, modern consumers spend more and more of their time online, which is why the influence of digital marketing to build long-term relationships with consumers is also increasing, and hence a number of changes in the tourism sector.

A particularly great interest arises in the study of the impact of the overall digital transformation on this consumer behavior.

For a long time, individual companies relied on consumers to discover products themselves, or themselves, but this situation is changing. The seller's role is to ensure that the consumer finds the product, gets it where it is, and completes the entire purchase process - the sale, even if it's online.

It is the interrelationship between digital technologies and consumer behavior in tourism that comes to the fore, and the new business model of online commerce is optimized thanks to this interrelationship and directs users to subscribe to something relatively new, namely the "experience".

The purpose of the report is to present the impact of technology and communications on consumer behavior in the tourism business.

II. MATERIALS AND METHODS

The field of application of ICT - technologies is wide enough: these are also organizational culture, personnel management, strategic management, product quality management, marketing and communication policy, as well as the specific areas of communications specific to each individual company .

These technologies are aimed at providing an effective exchange of information between subjects and objects of management, improving interpersonal relations within individual structures and between structures involved in the process of providing tourist services and forming separate, specific, integrated ICT-

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channels, aimed at meeting the specific needs of tourists and companies providing tourist services.

The development of modern technology has provided new opportunities for the digital transformation of the tourism industry. An increasing number of tourism companies actively engage in livestreaming to promote tourism products and destinations [6] Tourism live-streaming not only breaks the boundaries of time and space [5] but also provides an immersive, entertaining, and authentic experience for tourism consumers through host interaction and live-streaming technology [8]. This gives them powerful capabilities to sell tourism products and recommend destinations [10] [4] The modern technologies of the 21st century are significantly changing people's lifestyles and are therefore a challenge for running a business. The free exchange and access to information lead to the development of a number of technologies such as social networks, the Internet of Things, electronic and virtual stores, artificial intelligence and a number of others that change the way people think, and hence change their behavior as consumers.

In turn, the modern consumer engages in the process of simultaneous production and consumption of the experience, which becomes the main type of good. This good called "human experience" is the most transitory and yet the most enduring product [2]. Today's digital reality is both good and bad, just like the "offline" world. By its very nature, it has many dark sides: the danger of exploiting users by violating their privacy and stealing personal data; taking advantage of children; spreading rumours, fabrications, defamation and other misinformation; manipulation of user behavior through social networks, etc.[1]. Research shows that there is a two-way process - extroverts tend to make more friends online, while introverts feel even more disconnected from the rest of the world [3].

Communication (communico - connect, connect, Latin) is a process of social interaction carried out through the mutual exchange of information, ideas, relations, through the use of symbols, signs, actions and images, as well as other verbal and non-verbal elements of speech and the writing.

Communication is an integral part of the other elements of the management process. Indeed, it is only through communications that management carries out its functions related to planning, organization, motivation and control.

The exchange of information carried out by the manager is essential to the planning process. Without accurate data and information, managers cannot formulate relevant plans and only through the process of communication do they bring them down the organizational hierarchy for implementation.

Managers must communicate to organize. The organization aims to combine certain activities that must be carried out to achieve the goals defined in the general plan.

Communication is always a two-way process, and although managers are usually seen as its initiators, with others listening and receiving information, managers

spend most of their time receiving the product of communication, i.e. information.

It should be pointed out that the process of communications has different meanings in different spheres.

In other areas, to which all services, including tourist services, can reasonably be attributed, communications are not only part of the management process, but essentially constitute part of the product offered to consumers.

It is no coincidence that one of the first places in the analysis of users' opinions about a certain destination is their opinion about the quality of service when visiting a certain destination.

Therefore, the determination of the main trends that characterize the tourism activity in the modern stage of its development is important for the analysis of the changes in communications in the field of tourism.

Very often the consumer has already purchased the product or service and so the focus is on ensuring that both companies and consumers remain engaged and active. Most importantly, the company learns what the user likes, making them active and engaged in one way or another. In this model, the better products or services engage customers, the more the company will prosper.

The individual brands and the companies that create them are guided precisely by the new experiences that are the basis of the user's interaction with the experience.

Consumer behavior is changing, as are consumer experiences.

Today, the main preferences are concentrated on well-known products, and in the first place, such elements in the tourist destination as ensuring the security of tourists, understood in an extremely wide range, are starting to emerge.



Fig. 1 Sustainable tourism worldwide

Source: Vacation travel behavior in Europe/
<https://www.statista.com/study/27521/holiday-travel-in-europe-statista-dossier/>

Today, there are significantly fewer accidental trips, as consumers put in the first place not so much the unusualness of the respective destination, but the questions regarding the provided infrastructure allowing fast transportation, the absence of social, political or military conflicts not only in the specific destination, but

also in the immediate vicinity of it, as well as the level of health care characteristic of the respective destination.

It is clear from the figure that consumers in the tourism sector pay more and more attention to sustainable tourism and strive to make exactly such trips. In the future, it is this behavior that will be key in building marketing strategies in the tourism business.

III. RESULTS AND DISCUSSION

In particular, several key trends and changes in consumer behavior deserve attention, which can be systematized as follows:

* First, striving for a modest and healthy way of life (clean living). It is expressed in a minimalist lifestyle, in which moderation, orderliness, integrity and harmony are key guidelines of behavior. Incorporating artificial intelligence into customer service. Artificial intelligence in digital communication with customers in retail finds its greatest application through the implementation of chatbots in service.

* Extensive use of influencer marketing. Influencer marketing uses online influencers to reach and influence potential consumers.

* Growth of the Internet of Things and the analysis of large databases.

Two main trends should be pointed out, which are characteristic not only of the tourism model that exists today, but will obviously predetermine its development in the coming years.

These main trends are the digitization and the use in tourism practice of large databases, as well as the need in the practice of modern tourism to increasingly actively attract social groups within a certain destination.

Both trends have a direct and immediate relation to communications within the tourist activity.

Thus, the process of digitalization and the use of large databases implies that before the realization of immediate communication, "communication in virtual space" is realized. It significantly defines the "framework" of actual communication, building cognitive and emotional expectations on the part of users.

The analysis of the peculiarities, both of the psychological characteristics of today's tourists and the trends characteristic of tourism itself, give reason to consider the following changes in the communication processes.

* In the first place, the expansion of communications, their complexity and comprehensiveness should be indicated.

* Considering the impact of different communication channels and conducting "parallel communication processes".

* Need to build a communication framework.

IV. CONCLUSION

On the basis of digitization and information channels, specific communication styles are formed, which give individuality to the communication process of a given tourist company and in most cases become a successful component of its marketing policy.

All this leads to a change in the offer of the tourist product. If in the last century, the tourist product was offered based on the principle: we offer what we can provide, then today, the tourist product must be offered according to the principle: we provide what the consumer is looking for, in full integration with nature and the interests of local communities.

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