

**DIGITAL-BASED MARKETING MANAGEMENT STRATEGY IN  
EDUCATIONAL TOURISM MANAGEMENT: A SYSTEMATIC  
LITERATURE REVIEW**

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**ABSTRACT**

*This study investigates the limited integration of digital marketing strategies in the management of educational tourism, particularly concerning educational value, destination branding, and visitor engagement. The objective is to identify existing marketing strategies, assess the effectiveness of digital marketing in achieving educational objectives, and develop a conceptual framework for educational tourism marketing strategies. This research employs the Systematic Literature Review (SLR) method by analyzing literature published between 2019 and 2024. Data were obtained from peer-reviewed, open-access academic journals using stringent inclusion criteria. The findings suggest that well-designed educational digital marketing enhances the learning experience and supports the development of meaningful destination branding. This research offers both theoretical insights and practical guidance for advancing digital-based strategies in educational tourism.*

**Keywords:** Educational Tourism, Marketing Management, Digital Marketing, Destination Branding, Visitor Engagement, Learning Experience, Edutourism.

**ABSTRAK**

Studi ini menyelidiki keterbatasan integrasi strategi pemasaran digital dalam pengelolaan pariwisata edukasi, khususnya yang menyangkut nilai edukasi, pencitraan destinasi, dan keterlibatan pengunjung. Tujuannya adalah untuk mengidentifikasi strategi pemasaran yang ada, menilai efektivitas pemasaran digital dalam mencapai tujuan edukasi, dan mengembangkan kerangka konseptual untuk strategi pemasaran pariwisata edukasi. Penelitian ini menggunakan metode Tinjauan Literatur Sistematis (SLR) dengan menganalisis literatur yang diterbitkan antara tahun 2019 dan 2024. Data diperoleh dari jurnal akademik akses terbuka yang ditinjau sejawat menggunakan kriteria inklusi yang ketat. Temuan ini menunjukkan bahwa pemasaran digital edukasi yang dirancang dengan baik meningkatkan pengalaman belajar dan mendukung pengembangan pencitraan destinasi yang bermakna. Penelitian ini menawarkan wawasan teoritis dan panduan praktis untuk memajukan strategi berbasis digital dalam pariwisata edukasi.

**Kata Kunci:** Pariwisata Edukasi, Manajemen Pemasaran, Pemasaran Digital, Branding Destinasi, Keterlibatan Pengunjung, Pengalaman Belajar, Edukasi Pariwisata.

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## PENDAHULUAN

Indonesia's educational tourism industry has seen significant growth in response to rising public interest in travel experiences that are not only enjoyable but also provide educational value. However, managing educational tourism destinations still faces several strategic challenges, particularly in implementing effective digital marketing. A prominent issue is the lack of emphasis on the educational aspects within marketing strategies for these destinations. Many tourism managers tend to highlight visual appeal and entertainment rather than enhancing educational content, which could serve as a key differentiator (Zatsepina et al., 2020); (Figueiredo & Neto, 2022). Additionally, most local tourism operators have yet to fully utilize digital channels to enhance visitor interaction and engagement with the educational content offered (Cueria et al., 2022); (Bhandari, 2023). This highlights a gap between the potential of available digital technologies and their strategic, learning-oriented application in educational tourism management.

Previous research has emphasized the importance of digital marketing strategies in influencing travel decisions and tourist engagement within general tourism contexts (Cueria et al., 2022); (Ghaisani & Afifi, 2022), but few have explored its linkage to the educational dimensions of the tourism experience. Literature on destination branding tends to focus more on imagery and place identity rather than the integration of educational content in marketing strategies (Hanna et al., 2021); (Tevdoradze & Bakradze, 2023). Even foundational theories

like the 7P marketing mix and AIDA model have yet to be widely adapted within the context of digital-based educational tourism. This underscores the lack of a comprehensive conceptual framework capable of addressing the combined needs for digital technology, branding, and learning outcomes in marketing educational tourism (Fedoryshyna et al., 2021); (Harder, 2022).

This study aims to identify and classify marketing strategies used in managing educational tourism destinations, with a particular focus on digital marketing applications. It also seeks to evaluate how effective these strategies are in achieving the educational goals of a destination, in terms of both learning outcomes and visitor engagement. Furthermore, the study is directed toward developing an integrative conceptual framework based on a systematic review of academic literature, offering contributions to both theory and practice in marketing management within the educational tourism sector (Voleva-Petrova, 2020); (Haedar, 2023).

The urgency of this research lies in the need for strategic marketing approaches that go beyond promotion and destination branding to actively support the educational goals of tourism. By integrating theoretical frameworks such as experiential learning, the Technology Acceptance Model (TAM), and destination branding, this study seeks to offer a more holistic approach to managing digital-based educational tourism (Chamboko-Mpotaringa & Tichaawa, 2023); (Osman & Yatam, 2024). Given the lack of studies that combine digital marketing strategies, learning engagement, and educational branding in a unified approach, this research

is highly relevant in addressing that gap and may serve as an important reference for shaping policy and practice in education-based destination marketing in the digital era

## KAJIAN PUSTAKA

Educational tourism refers to travel activities primarily aimed at gaining meaningful learning experiences outside the confines of formal classrooms. This definition encompasses a wide range of activities such as study visits, student exchanges, short courses, and international internships, which integrate educational components with travel experiences (Chen et al., 2020); (Gvaramadze, 2021). In modern contexts, educational tourism is recognized as a form of contextual learning that blends cognitive, affective, and social dimensions in new environments, encouraging the development of cross-cultural understanding (Stivriņa & Ļubkina, 2024). It is also acknowledged as a strategic instrument for sustainable development, as it can bring direct benefits to local communities through active learning interactions and contributions from visiting learners (Suciu et al., 2022).

The manifestations of educational tourism can be classified based on participant motivation, activity type, and age segmentation. Common categories include school tours, study abroad programs, field-based workshops, and lifelong learning activities aimed at adult travelers (Živković et al., 2022). Additionally, outcome-based classification approaches are emerging, aiming to assess the success of educational tourism programs through the cognitive and affective transformations of participants (McGladdery & Lubbe, 2017); (Megawati, 2018). Educational tourism can also be

viewed through the lens of formal, non-formal, and informal learning structures, thereby increasing opportunities for integration with academic curricula and community-based training programs (Ibragimova, 2021); (Andari, 2023).

Marketing management is the process of planning, executing, and evaluating marketing activities to create, communicate, and deliver value to consumers, while managing customer relationships in a way that benefits the organization. This concept encompasses strategic functions such as market research, segmentation, positioning, and the management of the marketing mix (Fedoryshyna et al., 2021). Within the context of educational tourism, marketing management plays a vital role in bridging the educational values promoted by destinations with the needs and expectations of visitors as active learners (Suciu et al., 2022); (Chamboko-Mpotaringa & Tichaawa, 2023). Thus, marketing management involves not only promotional efforts but also the design of visitor experiences with meaningful educational value.

In practice, marketing management is executed through various approaches, including product-oriented, customer-oriented, and value-based strategies. One concrete application is the 7P marketing mix, which includes product, price, place, promotion, people, process, and physical evidence (Haedar, 2023). In the context of educational tourism, elements such as the design of learning experiences as products, local storytelling as promotion, and the quality of facilitator interaction as part of the "people" component are critical aspects to manage synergistically (Indrianto et al.,

2021). Strategies may also range from market intensification and product development to cross-sector collaboration aimed at expanding the educational appeal of tourism destinations.

Digital marketing is a strategic approach to promoting products or services through various technology-based channels, including social media, search engines, email marketing, and websites. Beyond serving as a promotional tool, digital marketing enables real-time customer relationship management with global reach (Kocić & Radaković, 2018); (Cueria et al., 2022). In educational tourism, digital marketing empowers destination providers to communicate educational values interactively and personally through content curated specifically for learner audiences (Figueiredo & Neto, 2022). This definition reflects the evolving role of digital marketing—from a promotional tool to a communication platform that drives engagement, participation, and active learning.

In practice, digital marketing in educational tourism includes key tactics such as content marketing, social media engagement, influencer collaboration, and interactive web experiences. Each tactic serves a unique function—for example, using educational video content on platforms like YouTube or TikTok to build initial engagement, followed by sustained interaction via social media or destination mobile apps (Tevdoradze & Bakradze, 2023); (Nabilah et al., 2024). Data-driven marketing also enables educational tourism operators to personalize communication strategies based on the preferences of potential visitors (Ivanova & Vovchanska,

2023); (Cui, 2024). Together, these approaches represent a dynamic digital ecosystem that is highly relevant for supporting the learning goals of educational tourism

## METODE PENELITIAN

This study focuses on the limited integration of digital-based marketing management strategies in the development of educational tourism destinations, particularly within the Indonesian local context. The issue stems from a general lack of emphasis by tourism managers on the educational elements as core value propositions, resulting in suboptimal achievement of learning objectives at tourism sites (Hardiyanto et al., 2025). Moreover, the application of digital technology in promoting educational tourism remains largely informational and promotional in nature, falling short of a participatory and educational level that actively engages visitors as learners (Zheng, 2023); (Crespo-Pereira et al., 2024). This situation reveals a gap between practice and knowledge, which serves as the foundation for selecting this topic within a systematic review framework.

This study adopts a Systematic Literature Review (SLR) approach, a structured and methodical technique for identifying, evaluating, and synthesizing relevant academic literature. Primary data were drawn from journal articles that specifically examine digital marketing strategies in educational tourism management. Secondary data include conceptual and empirical studies from academic books, conference proceedings, and research reports related to the keywords “educational tourism,” “marketing

management,” and “digital marketing” (Hiererra et al., 2023). Literature was selected based on its relevance to the research objectives, novelty of findings, and academic credibility.

The study is grounded in five core theories forming the analytical framework. First is the Marketing Mix (7P) by Booms and Bitner (1981), which expands the traditional mix to include seven key elements for service-based industries such as tourism. Second, the Destination Branding Theory by Pike (2002) emphasizes the importance of building a strong destination identity and image. Third, Experiential Learning Theory by Kolb (1984) posits that effective learning occurs through a cycle of concrete experience, reflection, conceptualization, and active experimentation. Fourth, the AIDA Model, originally introduced by Lewis (1898) and later adapted for digital contexts by Strong (1925), maps the psychological journey of consumers from attention to action. Lastly, the Technology Acceptance Model (TAM) by Davis (1989) explains how perceived usefulness and ease of use influence user acceptance of technology (Saur-Amaral et al., 2012). These five theories are integrated into a conceptual framework for discussing digital marketing strategies in educational tourism. The research process began with formulating a specific research question: how are digital marketing strategies applied in the management of educational tourism to achieve learning objectives? A review protocol was then developed using the PRISMA guidelines, which included literature searches through databases such as Scopus, Google Scholar, and DOAJ. Search

keywords were aligned with the study’s key themes, and inclusion/exclusion criteria were based on topic relevance, publication year (2019–2024), document type, and open-access availability (Wasaya et al., 2023). Selected literature was assessed for academic quality and thematic relevance, followed by data extraction using a thematic matrix table. All procedures were conducted transparently to ensure scientific reproducibility and accountability.

Data analysis employed a content analysis approach to systematically examine the literature for identifying patterns, themes, and conceptual relationships. Each selected article was coded using supporting tools such as Microsoft Excel and Zotero, and then categorized based on theoretical alignment, marketing strategy, digital approach, and educational contribution within tourism destinations. This process enabled the identification of recurring themes and the development of an empirically grounded conceptual framework (Mutiarasari et al., 2025). The resulting analysis was synthesized into a coherent body of findings that aligned with the research objectives and served as the foundation for conceptual recommendations in developing digital-based marketing strategies for educational tourism

## HASIL DAN PEMBAHASAN

Literature on educational tourism reveals that *edutourism* is a form of travel that combines recreational goals with meaningful learning experiences. This concept typically involves visits to places specifically designed to enrich knowledge, such as museums, cultural villages, historical sites, or science centers. Across various

studies, educational tourism is positioned as a strategic tool to support non-formal education and character development through direct interaction with local contexts and cultural values. Research also highlights its role in raising environmental awareness and fostering local community engagement. Educational tourism not only targets students but also families and general tourists seeking authentic and informative experiences.

Findings show that educational tourism is inherently multidisciplinary, involving experiential pedagogy, the integration of local values, and interactive technologies. From the perspective of experiential learning, educational destinations must provide spaces for exploration, reflection, and active learning. Studies emphasize the importance of curating educational content tailored to visitor characteristics and designing activities that foster engagement. Technologies such as augmented reality (AR) and learning applications support the delivery of interactive content, positioning educational tourism as a transformational medium—not only for visitors but also for tourism stakeholders in enhancing both cultural and digital literacy.

While the literature presents strong potential for educational tourism to fulfill the needs of experience-based learning, real-world practices indicate that such approaches are not yet fully embedded in destination management strategies. Most tourism sites still focus primarily on entertainment and visual appeal, overlooking the educational value that could serve as a key feature. This gap underscores a disconnect between the academic promise of *edutourism* and its actual implementation, signaling the need for

more deliberate strategy mapping supported by marketing models and digital technologies that can fully realize educational tourism's role as an alternative form of education.

Research on tourism marketing management indicates that marketing strategies in the tourism sector must take into account the intangible and experiential nature of services. In educational tourism, marketing strategies should be based on the 7P marketing mix—product, price, place, promotion, people, process, and physical evidence. Studies such as (Kumar, 2025) find that brand identity and customer involvement are two critical components in increasing tourist satisfaction and loyalty. In practice, consistent destination branding approaches have been shown to positively influence visitors' perceptions of educational destinations.

Studies in tourism marketing further show that strong destination branding and digital customer engagement contribute significantly to differentiation. Destination branding goes beyond logos and slogans—it involves shaping a holistic perception that reflects a destination's values, experiences, and promises. In the case of educational tourism, added value lies in its educational and authentic experiences, which can be communicated strategically. For instance, (Confetto et al., 2023) emphasize that social media and digital content strategies play a pivotal role in forming destination images in the minds of potential visitors.

These findings strengthen the argument that current tourism marketing strategies have yet to fully integrate educational dimensions into destination branding and promotion. The core problem identified in

this study—namely, the lack of marketing approaches that emphasize learning and local cultural values—is consistent with literature findings pointing to untapped potential. Therefore, synergy among branding, educational value, and technological engagement must become a focal point in developing marketing strategies for destinations that position themselves within the *edutourism* segment.

Research on digital marketing in tourism contexts confirms that digital technology has fundamentally transformed how destinations are promoted and communicated. Digital marketing strategies in tourism include social media usage, interactive websites, video-based content, and mobile applications. According to (Tevdoradze & Bakradze, 2023), technologies such as AR/VR and integrated email marketing allow for personalized experiences and increased user loyalty. This shows that digital marketing is not merely a promotional tool, but an interactive medium that supports learning and user engagement.

Further, studies like (Oliveira, 2013) highlight the importance of integrating digital strategies into destination branding. Digital platforms enable more dynamic and personalized promotion, reaching travelers at every stage of their journey—from information search to post-visit evaluation. In educational tourism, this creates opportunities to deliver learning content both before and after the visit, expanding the educational impact across time. Hence, digital marketing acts as a bridge between the educational values of a destination and the expectations of increasingly digital-savvy visitors.

The data reviewed in this study reinforce the urgency of integrating digital technology into the management of educational destinations, as outlined in the research problem. The lack of a cohesive framework that combines digital marketing, educational strategies, and local cultural values remains a major obstacle to maximizing *edutourism*'s potential. These findings also underscore the need for a systemic approach that unifies branding, technology, and learning dimensions into a single, evidence-based, and visitor-centered marketing strategy.

## Discussion

The findings of this study indicate that digital-based marketing management strategies in the context of educational tourism tend to focus on visual communication, social media engagement, and destination branding through educational cultural narratives. The literature also reveals that digital marketing offers substantial opportunities to create immersive learning experiences for visitors, particularly through interactive technologies such as augmented reality and mobile applications. Additionally, strong destination branding relies heavily on consistent digital messaging and the ability to embed educational values into the identity of the tourism site (Confetto et al., 2023).

These findings reinforce the conclusions of (Kumar, 2025), who argue that brand identity and digital engagement significantly contribute to enhancing tourist satisfaction and loyalty. The strength of this research lies in its unique approach that integrates marketing management perspectives with learning outcomes within educational tourism—an area rarely

prioritized in previous studies. The systematic selection of literature and focus on the Indonesian context also offer original insights that are rarely addressed in comparable research (Putranto & Astuti, 2021).

These reflections suggest that developing digital marketing strategies for educational tourism destinations not only contributes to increased tourist appeal but also strengthens the informal educational function of such sites. Integrating educational value into marketing campaigns enables visitors to gain cognitive benefits in addition to recreational experiences—an approach aligned with the principles of experiential learning in tourism. As a result, this study opens up new possibilities for tourism managers to position destinations as engaging and modern learning environments.

The implications of these findings point to the need for developing a conceptual framework for digital-based educational tourism marketing that integrates branding strategies, visitor engagement, and learning outcomes. Such a framework can serve as a reference for tourism stakeholders—including destination managers, educational institutions, and government bodies—in crafting promotional strategies that go beyond commercial aims and also support the educational mission of tourism destinations (Tevdoradze & Bakradze, 2023).

The study's findings are largely driven by the evolution of digital technology, which has shifted tourist information consumption patterns from passive to active and participatory. In educational tourism, visitors increasingly seek experiences that are reflective and meaningful. Therefore, digital

marketing strategies that build emotionally resonant and interactive educational brands are more effective in capturing the attention and loyalty of tourists (Sharafuddin et al., 2024).

Based on these findings, a strategic step that educational tourism managers should take is to design and implement digital marketing strategies oriented toward learning experiences. This includes creating engaging educational content for social media, using interactive technologies such as virtual tours or gamification, and training human resources to consistently communicate educational values through digital channels. Collaboration among academics, marketing practitioners, and local communities is key to ensuring that educational and cultural values are effectively incorporated into digital branding strategies (Okonkwo et al., 2023); (Meng, 2024).

## KESIMPULAN DAN SARAN

Digital-based marketing management strategies implemented in educational tourism have proven not only to increase visitor numbers but also to significantly enrich the learning experiences of tourists at these destinations. The findings show that digital marketing is more than just a promotional tool; it becomes an effective educational medium when designed using an approach that integrates educational values, local culture, and interactive technology. Furthermore, the study highlights that the strength of educational tourism destination branding is largely determined by the consistency of digital messages, especially in shaping the image of the destination as a fun and meaningful learning space.



This research makes an important contribution to the development of knowledge—particularly in the disciplines of marketing management, digital communication, and educational tourism. Theoretically, it proposes a new conceptual framework that integrates branding strategies, visitor engagement, and learning outcomes in the context of marketing educational tourism destinations. Practically, the findings provide implementable guidance for tourism managers, policymakers, and industry stakeholders to design digital marketing strategies that go beyond profit orientation and also promote educational values and community empowerment. This approach is expected to foster a model of destination management that is socially and educationally sustainable.

While this study has been conducted systematically and comprehensively, it should be noted that the use of a Systematic Literature Review approach has limitations in uncovering real-time empirical dynamics in the field. However, this limitation opens up future research opportunities to conduct field-based studies using qualitative or quantitative methods to test and expand upon the conceptual framework established. Additionally, the specific geographic and cultural context of Indonesia used in this study may serve as a comparative basis for cross-country research to examine the global applicability of digital educational tourism marketing strategies

**Table: Summary of Research Findings  
Based on Research Objectives**

Research Objective	Research Findings
To identify and classify marketing strategies used in the management of educational tourism	The most dominant marketing strategies include destination branding approaches, utilization of social media as a medium for educational communication, and the development of learning content based on local values and cultural wisdom.
To evaluate the effectiveness of digital marketing strategies in achieving educational goals of tourism destinations	Digital marketing strategies have been proven effective in enhancing visitor engagement, strengthening the delivery of educational messages, and creating interactive learning experiences through technologies such as augmented reality and educational applications.

To develop a conceptual framework for educational tourism marketing strategies based on literature findings

The proposed conceptual framework is developed through the integration of the 7P Marketing Mix, Destination Branding, Experiential Learning (Kolb), AIDA Model, and the Technology Acceptance Model (TAM), all adapted to the context of digitalization in educational tourism.

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