

EXPLORING THE KEY DRIVERS OF CUSTOMER ENGAGEMENT IN DIGITAL COMMUNICATION PLATFORMS IN THE TOURISM SECTOR: A LITERATURE REVIEW¹

Bárbara Sofía Pasaco-González

sofiap@unex.es, Universidad de Extremadura

Elide Di-Clemente

ediclemente@unex.es, Universidad de Extremadura

María Victoria Carrillo-Durán

vicduran@unex.es, Universidad de Extremadura

Gemma Luengo Chavez

g.luengo@hotelschool.nl, Hotelschool The Hague

Abstract

Digital communication platforms have positioned themselves in the field of tourism as a tool with great potential for customer acquisition. This has led to the role of digital communication platforms, such as websites, social networks, blogs, messaging applications, wikis, etc., becoming more important in the customer engagement process. In this respect, the literature offers insights into the nature of customer engagement and how brands engage customers in digital contexts. However, digital communication platforms as central objects of customer engagement require further exploration. The central aim of this paper is to explore the factors underlying digital communication platforms that facilitate customer engagement. To this end, a literature review has been used. The results provide a descriptive overview of the extent to which the scientific literature has addressed the concept of customer engagement as applied to digital communication platforms, and identifies those factors that capture the attention of customers.

Keywords: Engagement, digital platform, literature review, strategic communication, tourism marketing.

Approach: Theoretical

Conference track: Business Model Innovations

¹ Acknowledgements

This action is funded by European University alliance for sustainability: responsible Growth, inclusive Education and Environment (EU GREEN) code project 101089896 in Universidad de Extremadura, within the Seed Funding Actions 2023.



The dissemination of this work has been co-funded by the European Union, European Regional Development Fund (85 %), and the Junta de Extremadura. Managing authority: Ministerio de Hacienda (Spain). Grant GR24012 and GR24014.

