

Digital marketing in mountain tourism: Challenges of the new time and development priorities

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Abstract. The tourism industry is increasingly playing a special role in the economy of countries, regions, cities and individual locations. It not only becomes a source of replenishment of territorial budgets directly, but also contributes to the development of small and medium-sized businesses, contributes to the creation of new jobs, influences the technological and digital transformation of territories. Modern conditions impose their own restrictions on the development of the industry and, at the same time, open up new opportunities for domestic tourism in Russia. The purpose of the study was to identify structural changes and trends in the development of the tourism industry in connection with demographic, socio-economic, epidemiological and foreign policy transformations. The author of the article updated the role of territorial marketing and presented proposals for its transformation taking into account the challenges of the new time. The main research methods are content analysis, evaluation of statistical information, spatio-temporal analysis. Based on an in-depth study of trends, new marketing tasks for territorial authorities and tourism market participants in the creation and promotion of destinations are substantiated. The territorial marketing tools proposed by the author, aimed at attracting tourists and developing the tourism industry as part of the territorial economy as a whole, take into account modern trends in the development of commercial marketing and are adapted to the conditions and capabilities of individual destinations. The issues of transformation of territorial labor and service markets in the context of the development of the tourism industry are covered. The key conclusion is the need to revise the conceptual approaches of locations to the issues of building territorial marketing and implementing marketing strategies. The author proposes measures, the implementation of which will make the socio-economic development of territories more sustainable and effective in a rapidly changing world.

Keywords: Tourism; Territorial marketing; Territorial branding; Territorial promotion; Territorial development; City; Region; Destination

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1 Introduction

The feasibility of using digital marketing, also known as online marketing, is quite evident. In times of total competition in the global consumer market and the need to introduce the most advanced methods and systems for offering reproduction products into our lives, these methods must be updated and effective, they must enable the consumer to evaluate the quality of popular goods and services at the moment of initial acquaintance with them. The prospects and capabilities of the tools created by the digital economy are great in all areas of production, but this is especially true for the tourism sector. Digital marketing is the analytics and promotion of goods and services through digital channels. The main difference between digital marketing and traditional marketing is that digital marketing campaigns are conducted exclusively through digital channels, and this gives marketers more control, tools and data to analyze the effectiveness of the campaign. The use of digital technologies dramatically increases competition in the national and international tourism services market. But at the same time, the condition must be met that the old methods of promoting services should lose their significance. Today, the international market for goods and services is in the process of globalization, which is manifested in the widespread distribution and use of digital technologies, so classic marketing tools no longer bring the results that they could achieve in the 70s-90s of the 20th century. At the same time, consumer preferences are constantly changing, and companies are actively using the Internet, and, as a result, there is a need to create new approaches to promotion and advertising [1-4]. All this has led to the emergence of a new section in marketing - digital marketing, which allows you to take advantage of digital technologies to sell goods and services. Digital marketing is a powerful tool in the strategic management of an enterprise, since it is more cost-effective than traditional marketing, allows you to learn more about customers, increases customer involvement in the sales process, provides higher revenues and return on investment, allows you to stand out from competitors with the right approach, makes it possible to win the trust of customers, providing a positive image and maintaining the reputation of the brand. The success of using Internet marketing depends on the prompt consideration of trends emerging in this area, including:

- 1) increasing volumes of information, using large volumes of databases (Big Data), allowing to cover a significant number of potential consumers;
- 2) increasing personalization and focus of marketing, advertising targeting with segmentation of the target audience, identifying that part of it that meets the specified criteria, creating and conducting advertising campaigns specifically for it;
- 3) development of content and advertising on various video platforms (Instagram, Facebook, etc.), due to the growth of the share of Internet traffic compared to television, which will allow to involve new users and use the capabilities of social media;
- 4) leadership of video marketing in the digital environment.

Tourism is one of the fastest growing sectors of the economy, so it is not surprising that digitalization has affected it. For example, today it is difficult to imagine a situation in which a hotel reservation or a plane ticket is not made online. In addition, digital marketing provides ample opportunities for promoting tourist destinations, which stimulates international travel and activates globalization processes. Today, the Internet is the most popular and promising way of communicating with potential tourists, so the role of digital marketing tools in tourism is more important than ever.

3 Results

The tourism industry is becoming increasingly important both in the global economy as a whole and at the local level: “tourism and the business hospitality market have become viable strategies for developing a place, equal in importance to strategies for retaining and attracting business” [2]. “Tourism not only provides jobs and generates income, but also, as a side effect, imperceptibly contributes to decisions about the location of a business and the choice of a new place of residence. Such side effects are often underestimated and rarely taken into account when discussing tourism issues” [2]. The dynamism and prospects for the development of the tourism sector have increased the competition between territories and individual destinations for the attention of tourists and investors, and have ensured the growth of demands for the organization of the stay of guests of the territory from local residents. The application of approaches and tools of territorial marketing in the management of the tourist potential of the territory has a long history and is reflected in both foreign [1] and domestic literature [3]. Countries, regions, settlements and individual tourist places are implementing development strategies and concepts for promoting the territory based on the tourist potential. "Tourism plays an increasingly important role in economic development and, accordingly, is becoming one of the most important foundations for the formation of the image and brands of territories. This is true not only for cultural and tourist centers, but also for industrial cities and regions" [3]. Marketing of a tourist destination, integrated into complex strategies of territorial marketing, attracts tourists, excursionists and producers of tourist services, increases the competitiveness of organizations in the tourism industry and related industries, ensures an increase in demand for regional products, creates a positive image of the territory, and contributes to an increase in recognition of the territory. Digitalization of tourism management and marketing should be considered separately, dividing it into external and internal (table 1).

Table 1. Digitalization of management and marketing in mountain tourism.

Digitalization of management and marketing in mountain tourism	
External	Internal
<ul style="list-style-type: none"> • transfer of communication processes with clients to the digital environment; • growth of the share of online sales; • abandonment of the classical scheme of selling package tours; • digitalization of standard operations that are part of the process of forming a tourism product; • artificial intelligence and machine learning in forecasting and planning; • transactions within the framework of blockchain technology 	<p>development of CRM systems and digital tools for setting goals and planning</p>

As for external digitalization, we are talking about the systematic transfer of communication processes with clients to the digital environment. Since consumers of tourism services do not have enough time (or have other restrictions) for personal meetings with travel agents to discuss vacation options, they prefer to search for information on the Internet on their own. It is quite common for a client to arrive at a travel agency office with a pre-selected destination and hotel. Therefore, the main task is to choose a tour on the tour operator's website. On the tour operator's website, a potential consumer of a tourism product will also not be left alone with existing questions: an employee in the chat or a chat bot promptly connects to the communication. The efficiency of the response in communication with the client and the effectiveness of resolving the client's issue are the determining factors in this

case. Thus, the tourism industry is faced with both global changes that have been developing over decades and affect a wide range of areas and participants around the world, and is forced to look for ways to develop in the face of situational changes and local restrictions. With a competent, comprehensive and systematic marketing approach to the development of territories, existing trends give small locations and remote regions a chance to reveal their potential, make a name for themselves, and increase their competitiveness and investment attractiveness. In this article, the author provides a deep analysis of trends that are significant for the future of tourism. Based on the systematization of existing trends, directions for the development of tourism marketing aimed at increasing the industry's contribution to the economy of the territory and attracting tourists are proposed; approaches are formulated that allow increasing the efficiency and effectiveness of events to promote locations and territorial brands. Currently, there is a "transition from the traditional model of mass tourism development to a model of developing tourism products of special interest" [12].

The demand for standard "package" tours is decreasing, and the classic group is transforming. The audience chooses trips in mini-groups, where participants have similar socio-demographic characteristics, values and needs. "Such groups easily merge into larger ones during charter passenger transportation, excursion services, and stays in collective accommodation facilities. But the privacy of rest in terms of communication only with people who are close to the tourist, pleasant, interesting, is the most important vector of development of needs in travel" [13]. Author's travels (photo tours, diving tours, vegan-travel (translated from English - travel for vegetarians), ecotourism, yoga tours, etc.), travel with the "soul of the company" (the leader of the community or the person who displays the territory) are gaining particular popularity. Territories where ordinary local residents give tourists new impressions have a greater chance of success - this guarantees greater authenticity. Improvement of technologies facilitates access to information even about remote tourist destinations, reduces the price offer, encourages people to travel more often, and helps to ensure the safety of tourists. "Travelers without special training are getting more and more opportunities to visit hard-to-reach destinations" [10].

The structure of demand for classic types of tourism is changing. For example, the share of cultural and educational tourism is decreasing, and ecotourism is growing. Demand for event tourism is increasing, but its format should be revised due to increased safety requirements and preferences of young tourists. Walking tourism is developing, interest in non-standard modes of transport is growing - water, small aircraft, horseback riding, snowmobiles and ATVs, as well as their combination. The recovery of business tourism may be hampered by a number of factors, including the development of the video conference format, which during the pandemic replaced the need for business trips. Restrictions on business trips in large corporations may also remain, which significantly reduces demand in this segment.

The transformation of the market situation and changes in consumer preferences in the last decade have led to the emergence and systematic development of new types of tourism: Slow tourism (translated from English - "slow tourism") is a long-term stay in a territory, including with a family, with the opportunity to fully immerse themselves in the lifestyle, traditions and culture. The goal of the tourist is not just to visit, but to temporarily "become one of the locals" in the territory - to live there, walk along local paths, have fun and eat like locals, comprehending the location from the inside. It is these tourists who eventually become ambassadors of the territory, often creating and developing local tourism businesses.

Bleisure (translated from English - a combination of two words - a business trip and a vacation) is a combination of business travel and tourism. It involves joining a business trip for several days to rest and explore the region. Solo tourism (translated from English - "single tourism") is independent travel by a single tourist. Russia is the country with the fastest growing solo tourism. Almost every fifth tourist choosing tours in Russia travels alone,

among solo tourists 35% are people aged 35 to 40, another 45% are aged 40+; up to 65% of them are women. Smart consumption (translated from English - "smart consumption", that is, economical and environmentally friendly, saving resources with an optimal result) and the sharing economy (translated from English - the economy of joint use) are growing as additional related services.

The demand for durable goods will decrease, while the need for occasional use of vehicles (cars, scooters, bicycles, etc.), large household appliances, gadgets remains. The availability of the Internet, including the growth of mobile traffic, has significantly transformed the industry, reducing the gap between the target audience and the service provider. The growing amount of time spent in the digital environment means that areas without high-speed Internet coverage will lose demand in mass tourism (digital detox (translated from English as "rest from technology") - refusal of gadgets during vacation - is chosen by a narrow circle of the audience). The ability to pay by bank cards through a terminal, as well as 24/7 customer technical support, is becoming a mandatory service.

The trend towards digitalization includes the development of services for choosing a destination and planning a trip online, including using artificial intelligence technologies and based on Big Data analysis. Big Data allows you to consider in detail the portrait of a tourist who is planning a trip or visiting a region, and, accordingly, make the most personalized offer for the first group and ensure a high level of satisfaction for the second. Modern trends affect not only the traveler and the tourism business directly, but also change the regional labor market, small and medium businesses in general. There is a growing need for government and local activists to coordinate tourism industry actors and create conditions for its development, taking into account the effects on the territory. Digitalization of the industry - automation of selection and purchase of tourism products - will make sales managers and customer service managers much less in demand in the future.

Sales are becoming a task of ecosystems and marketplaces, where many communications are automated. At the same time, the value of specialists who directly interact with tourists will increase in the industry - guides, tour guides and organizers, employees of the hospitality industry and maintenance of tourism infrastructure. Requirements for the level of training and professionalism of this category of personnel will increase annually.

The ability to understand consumers and provide the expected or superior level of service is becoming extremely important. The service component from simple goodwill and hospitality of local residents is being transformed into systemic work. In the last 10-15 years, the tourism market has been stratified into infrastructure (transportation, accommodation, food, attractions, etc.) and content (the substantive part of the trip - impressions, unique experience, opportunities to communicate with new people). Various participants form a complex tourist product through collaboration. The smaller the city, the more expensive the internal competition will be. In a small city, market participants should join forces to compete not with each other, but with other cities. At the same time, not only individual objects, but also several territories can create joint products. Currently, regions realize that tourism in the territory should be developed by internal participants - if local businesses and the population, knowing all the opportunities and risks, do not invest in the development of their own destinations, then external investors will be even less interested.

An assessment of current trends in the tourism market poses new challenges for territories, allows planning the activities of stakeholders to develop locations, including through the transformation of approaches to tourism marketing. The use of territorial marketing approaches makes it possible to create new points of attraction, ensure demand for existing destinations, prepare regional and local authorities for changes in the market, that is, in general, make the territorial economy more sustainable and efficient in a rapidly changing world.

The fundamental thing here is complexity: not individual solutions are needed, but a system of events affecting various industries and different actors of the territory. Territorial marketing strategists do not just involve financial planning or exclusively project management (for example, creating a new attraction), but should be focused on forming a “road map” for achieving long-term goals, taking into account market demands and the resources of the territory. “It is necessary to develop a plan that will link the goals and resources of the destination with the changing capabilities of the surrounding market and social environment” [4, 5].

The focus is on targeted work on creating and promoting a territorial brand, increasing its recognition, forming an image and managing a reputation. All these areas have been successfully implemented in the commercial market for a long time, but have not yet found their high-quality reflection in territorial marketing. "In conditions of fierce competition, isolated successful finds are copied "for the next season". Therefore, a strong brand, in addition to the key idea, implies a system of accompanying solutions - it works better to attract tourists, and it is more difficult to copy" [6-9].

The creation of a holistic territorial brand involves formulating identity, values and cultural messages, their presentation in the information field. Design and corporate style ("packaging" of the territorial product), including the development of a logo, slogan and communication strategies for their promotion, are becoming relevant. The use of territorial marketing involves turning government bodies into a special kind of partner for the business community, capable of not only taking into account the individuality of their region, making decisions on comprehensive socio-economic development, but also implementing interaction between government bodies and target markets (producers, consumers, investors and other participants in economic relations). At the same time, the effectiveness of territorial marketing should be assessed from the point of view of its effectiveness for its strategic development. It is not the number of tourists that is important, but the quality of the tourist flow. Given the changes in the target audience and the trends in the transformation of the demand structure described above, territories need to define their segment and the portrait of the potential consumer as clearly as possible.

The lack of segmentation and selection of priorities in the target audience leads to the fact that advertising campaigns are impersonal, and specialists involved in the promotion of destinations spend resources on creating new tourist brochures without carefully studying the market needs. "Instead of shooting at areas, one should resort to the method of concentrated fire and absolutely precisely define their target groups" [5]. The choice of the target audience segment will be reflected not only in the formation of the tourist product and the selection of channels for its promotion, but will also significantly change the approaches to the organization and functioning of the territory. Thus, the focus on the target audience of older age and the inclusiveness of people with limited mobility should be taken into account in the improvement, the formation of an accessible environment, the preparation and training of tourism infrastructure personnel. In the promotion of territories and tourist destinations, modern trends, opportunities and limitations of commercial marketing should be taken into account. One of such approaches is the maximum diversification of promotion channels with the obligatory formation of a closed information circuit for the target audience segment. The content and format of communication can change depending on the promotion channel, while maintaining the key offer and its benefits for the consumer. In turn, the American researcher A. Morrison describes destination marketing as a continuous, consistent process by which activities aimed at satisfying the needs and desires of tourists are planned, researched, implemented, monitored and evaluated [3].

Ultimately, the goal of destination marketing is to increase its attractiveness, which leads to increased demand and an improved reputation for the destination. Based on this, for the successful development of a destination marketing strategy it is necessary:

1. Determining the distinctive features of the destination
2. Determining markets and target audiences
3. Determining the needs and desires of tourists
4. Matching tourism resources with the interests of the selected target audience and markets
5. Competitor analysis
6. Developing tourism products that meet the interests of the target audience
7. Applying the selected marketing strategy
8. Monitoring results and adjustments

If we consider a destination as a tourism product, then its success depends on the presence of six factors that shape the attractiveness of the destination, as shown in Table 1.

Competitive advantages play an important role in attracting tourists to a destination. The goal of digital marketing of tourist destinations is to promote it as better than alternatives, highlighting what makes it unique or a desirable place to travel. Successful digital marketing of destinations can bring great benefits to the local tourism industry, including hotels, restaurants, airlines and related suppliers.

Regardless of the reasons why people travel, most of them now use the Internet to research a tourist destination before booking. That is why the use of digital marketing tools is one of the priorities for tourist destinations.

At the moment, the use of digital marketing tools is advisable due to the ever-increasing globalization and digitalization of all spheres of human activity. Digital marketing can function effectively even during a pandemic, since its scope of application is limited only by the scale of the Internet and other digital communication channels. In addition, digital marketing has a number of advantages over traditional marketing, allowing you to maximize profits with the effective and efficient use of financial resources.

Table 1. Sources of formation of the attractiveness of the destination.

Sources of formation of the attractiveness of the destination	
Attractions	Natural, cultural, artificial resources
Infrastructure	Roads, trains, airports
Recreation	Various commercial services and entertainment
Accommodation	Accommodation facilities
Events	Sports, cultural, educational, etc.
Commercial Availability	Packages and Offers Available in the Market

Digital marketing is a type of human activity aimed at satisfying needs and requirements through the use of digital technologies and media, and using channels that are accessible by digital devices. Digital marketing does not replace, but only complements classical marketing and is an interdisciplinary field at the intersection of marketing and information technology. Digital marketing has a number of features and advantages compared to traditional marketing, such as higher profitability and efficiency, measurability and the ability to personalize advertising campaigns. In addition, unlike traditional marketing, which provides only one-way communication with the target audience, digital marketing allows for multi-faceted interaction. Digital marketing performs a number of functions, such as increasing sales, which is achieved by increasing audience reach in the online market, increasing the value of goods or services sold by providing additional services, maintaining communication with customers, saving on costs arising from an offline presence, and strengthening the brand image in the digital environment. The digital marketing toolkit includes nine main tools, such as content marketing, social media marketing, viral marketing, influencer marketing, affiliate marketing, e-mail marketing, search engine marketing, mobile marketing, and online advertising.

Tourism, a dynamically developing industry, also requires digitalization of business structures and the use of digital marketing tools, which have great potential for tourist destinations. In order to understand how digital marketing is used by destinations to promote their tourism products, an analysis of digital marketing tools was conducted for ten tourist destinations in the European macroregion. As a result, it was found that the most popular marketing tools in the context of destinations are content marketing via a website, social media marketing, e-mail marketing, and mobile applications [11, 12].

In turn, the development of mountain tourism in the future should be aimed at developing remote mountainous and industrially underdeveloped regions. There is an opportunity to develop some types of mountain tourism, such as mountain adventure, alpine skiing, ecotourism, hunting, hiking and horseback riding tours, etc. If you look at the development trend of world tourism, you can notice a change in the demand structure. The demand for the sea, sand and sun is being replaced by interest in mountain tourism; instead of coastal tourism - travel to mountain countries, instead of seasonal summer trips - year-round tourism. Interest in long-distance tourism is increasing.

When forming a tourist package for mountain tourists, it is necessary to remember and take into account many factors that cause problems in development:

- expand possible package tours to expand the range;
- create a catalog of providers of tourist services;
- create websites of organizations providing services in tourism;
- participate in international tourism fairs and exhibitions;
- simplify passport and visa formalities, and speed up the receipt of permission to enter border areas;
- conduct short-term courses for providers of tourist services and teach elements of quality service;
- monitor the physical fitness of mountain tourism guides;
- improve the regulatory framework;
- improve the insurance system in tourism;
- exchange experiences with European and American colleagues;
- organize environmental protection activities: preliminary training for guides, tourists, signs on site;
- construction of ski resorts taking into account recreational capacity, etc.

Thus, world experience in the development of tourism, in particular mountain tourism, shows that this type of human activity makes a good contribution to the development of the country's economy.

The need to implement priority areas for the development of mountain tourism is determined by the following factors:

- the presence of a unique natural and recreational resource and mountain tourism potential;
- an increase in the level of investment attractiveness and the need for an integrated approach to the development of mountain tourism infrastructure;
- growing interest in various types of mountain tourism based on the use of natural and recreational tourism potential [4].

To realize the tourist and recreational potential of the republic, there is a need for innovative improvement of management methods for the development of the mountain tourism complex aimed at developing tourism infrastructure and mechanisms for promoting the tourist attractiveness of mountainous areas, studying the experience of other mountainous countries (Austria, Nepal, Pakistan, Peru, Switzerland, etc.) and creating our own system of mountain tourism and recreation.

4 Discussion

The development of the digital economy will radically change the infrastructure support for many types of economic activities, including tourism, increasing the importance of the information component. Due to the fact that the digital economy is based on the concept of processing large amounts of information, a high-tech system for safe, reliable, long-term storage of large volumes of information will become important. In the future, mobile technologies and applications designed for travelers will actively develop, providing a wide range of functionality (purchase of air tickets, hotel reservations, local navigation, provision of reference information on ratings of accommodation facilities, restaurants, etc.).

The institutional infrastructure associated with the provision of tourism activities will also undergo significant changes. New forms of tourism industry enterprises will be created, spatially distributed network companies will develop. Changes will also affect the personnel infrastructure, which is associated with the formation and development of new information and communication competencies among workers in the tourism industry. Thus, in the context of the digital economy, its social component is increasingly developing. At the same time, tourism activities are becoming increasingly technological, a single information space is being created in the field of world tourism, new principles of information support and tourism management are being formed. Information support of the tourism business and its digitalization are a strategic resource that ensures increased competitiveness of tourism.

5 Conclusion

In modern conditions, the development of domestic tourism is becoming one of the priority tasks for ensuring the growth of local economies. Analysis of key trends affecting the industry opens up new opportunities and consumer niches for destinations. Successful implementation of transformations is possible with the use of a marketing approach to territorial development. New tasks for government bodies proposed by the author in the article allow focusing activities and transforming the approach to managing the tourism sector and related industries. Consolidation of tourism market participants in building long-term and effective partnerships with territorial authorities will ensure the socio-economic development of the territory.

Thus, the solution of the problems of effective development of mountain tourism in the medium and long term will significantly increase the flow of tourists and the inflow of financial income into the country's economy, and will also ensure, on the one hand, an increase in tax revenues to budgets of various levels and an increase in employment, and on the other hand, will provide an opportunity for the development of regions and related industries.

Obviously, Internet marketing at the current stage of development provides ample opportunities for promoting both territories and the tourist products and destinations they offer. The use of a wide range of its tools allows for the effective promotion of regional tourist brands, forming positive ideas among consumers not only about the tourist attractions of the region, but also positioning the territory as a tourist center offering services at the level of world standards.

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