

**The digital marketing: The technological response to Nayarit's tourism challenges****El marketing digital: La respuesta tecnológica a los retos turísticos de Nayarit**

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**Abstract**

This study highlights the importance of digital marketing in the revitalization of tourism in Nayarit. Digital marketing is essential to maintain competitiveness in a constantly evolving market and to adapt to the changing demands of modern tourism. The adoption of digital marketing strategies, widely used by major tourism companies, is crucial to remain relevant and appealing in the industry. The effectiveness of the Inbound methodology is emphasized, supported by a systematic review that attracts and fosters long-term relationships with tourists. It is imperative that tourism entities in Nayarit stay up to date with the latest trends and developments in digital marketing, in addition to providing continuous training to their staff. This will ensure that Nayarit continues to be a preferred destination for both domestic and international tourists. In summary, digital marketing is an essential strategic ally for the sustainable development of tourism in Nayarit. Its proper implementation, along with ongoing training for tourism personnel, will significantly contribute to maintaining the competitiveness and appeal of the region in the global market.

**Sustainable development, Organizations, Perception**

**Resumen**

Este estudio destaca la importancia del marketing digital en la revitalización del turismo en Nayarit. La mercadotecnia digital es esencial para mantener la competitividad en un mercado en constante evolución y adaptarse a las cambiantes demandas del turismo moderno. La adopción de estrategias de marketing digital, ampliamente utilizadas por grandes empresas turísticas, es crucial para mantenerse relevantes y atractivos en la industria. Se enfatiza la eficacia de la metodología Inbound, y apoyada en una revisión sistemática que atrae y fomenta relaciones a largo plazo con los turistas. Es imperativo que las entidades turísticas en Nayarit se mantengan actualizadas con las tendencias y desarrollos más recientes en el marketing digital, además de ofrecer capacitación continua a su personal. Esto garantizará que Nayarit siga siendo un destino preferido tanto para turistas nacionales como internacionales. En resumen, el marketing digital es un aliado estratégico esencial para el desarrollo sostenible del turismo en Nayarit. Su implementación adecuada, junto con la formación continua del personal turístico, contribuirá significativamente a mantener la competitividad y el atractivo de la región en el mercado global.

**Desarrollo sustentable, Organizaciones, Percepción**

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**Introduction**

Since 2019, the world has experienced significant changes due to the COVID-19 pandemic. This situation has generated repercussions in various sectors globally, generating unemployment, inflation and lack of job opportunities, with tourism in Nayarit being one of the most affected. The goal of this study is to highlight the fundamental role of digital marketing in the revitalisation of tourism in this state. Digital marketing, supported by social media and online platforms, offers effective and innovative strategies that seek to attract both national and international tourists.

This attraction translates into economic benefits, improved quality of life for the inhabitants, job creation and, as a consequence, a decrease in the levels of violence linked to unemployment. Nayarit is a jewel full of natural resources, whose potential has not been fully exploited. The term "marketing" has evolved and is now globally recognised as "digital marketing". This tool reaches various niches and market segments, allowing users, with just one click, to access services such as flights, accommodation, tour packages and promotions. Technological advancement and the adaptability of applications have proven to be crucial in the last five years. Given the importance of maintaining Nayarit as a leading national and international tourism destination, it is essential that tourism entities implement modern and up-to-date digital strategies. This descriptive, qualitative study suggests that it is imperative for tourism service providers in Nayarit to adopt digital marketing, a tool already consolidated among large tourism corporations. In conclusion, it is essential that tourism businesses in Nayarit constantly update themselves by offering continuous training to their staff in order to maintain Nayarit as a preferred destination for tourists.

**Background**

Economic development is an evaluation plan to assess how people live, their quality of life and possible solutions to problems. Countries with a sustainable economic development are usually among the world's leading economies and, as a result, they are those countries that, due to their good economic management, provide conditions that favour economic stability and have an indirect impact on the world as a whole.

Mexico's economy is made up of 32 states, which have the sovereignty and independence to choose the best strategies to achieve sustainable development and thus improve the economic quality of their state.

With respect to the state of Nayarit, the main problems or sectors affected by the economic development of the state and their impact will be mentioned during the development of this paper. The primary sectors in which the state of Nayarit generates economic sustenance for its inhabitants will also be discussed.

Nowadays, talking about the economy that the state of Nayarit represents for the Mexican Republic, it is in the last places of contribution to the gross domestic product of the nation, registering a drop of -11.45% in 2020 compared to 2019. This means that Nayarit has had no economic growth in these years. Nayarit is a state with a rich natural wealth and production opportunities in the areas of fishing, agriculture, livestock, agriculture and tourism, because it still cannot become a state with a first class economic development (Arreola, Madera Pacheco, & Pacheco Ladrón de Guevara, 2012). Development is a subject of study directly related to economic theory and history. It uses the tools of economic theory in the design of growth models, both descriptive and analytical, including econometric (Zermeño, 2004).

Economic development is the result of continuous and sustainable work to obtain more production and thus achieve greater welfare. In other words, it is aimed at reducing poverty levels and eradicating extreme poverty (Zuluaga, 2018). Felipe Zermeño mentions. "Recognising and examining the major obstacle facing the development of an economic system at a given moment constitutes the essential object of this subject and is the central theme of the different theories of development (Zermeño, 2004).

Studying tourism in the state of Nayarit inevitably leads us to the analysis of a series of regional disparities between the coastal zones of the state, but also of disparities within the same activity, a commitment to mass tourism to the detriment of local tourism, as well as the socio-environmental conflicts and impacts that continue to exist due to the bad practices that have existed for many years.

The state of Nayarit is undoubtedly a tourist destination that is now proudly recognised with great international importance as a result of the current national development plan, which has solidly and stably implemented the guidelines for the promotion and encouragement of tourist activity on the coasts.

In the last 15 years, the conditions that have promoted both national and international investments have been generated steadily, which has resulted in the generation of employment that has become the main engine of development involving the 20 municipalities of the entity.

Nayarit has been considered as part of the so-called golden triangle that includes Jalisco and Colima, and as a result of what began as the March to the Sea (César and Arnaiz, 2006). However, it is palpable that Nayarit's tourism activity has been effectively planned and promoted by the State Government both for its natural resources and for its tourism infrastructure and communication routes. During the term of office of former Governor Antonio Echevarría García (2017-2021), Compostela was incorporated into the Pueblos Mágicos programme in 2018; in September 2019, the State Tourism Strategy was announced, one of the objectives of which is the promotion of municipalities through gastronomy; in this sense, in October 2019, Nayarit Gastronomy was decreed as Intangible Cultural Heritage of the State of Nayarit.

It can be said that just 2 years ago, the rescue of the Island of Mexcaltitán began because the conditions were generated to promote more infrastructure, public lighting and the community has been very active in the promotion of tourism in Mexcaltitán, all of the above described in order to achieve the reincorporation to the program of Magical Towns, which fortunately was achieved on December 1, 2020. Now in the year 2022 the economic and touristic recovery has been noticed in the last months which has benefited the inhabitants of this region in a direct and indirect way in the quality of life due to the jobs that had been lost. Nayarit is an entity that represents less than 1 % of the national territory, and historically its population is less than 1 % of the national population and contributes less than 1 % of the GDP, but which, in tourism terms, received 2.5 % of the international tourists that arrived in the country in 2019.

Which maintained an average occupancy rate of 60.4 % in 2019, while the national average was 51.9 % and whose room offer represents 4.4 % of the national total (Data Tur, 2019b).

The lack of infrastructure in the entity has caused the problem of non-development in the state causing a problem with national or foreign investment, consequently, the local economy cannot concentrate and stay in the entity. Since the internet became very popular, traditional marketing had to adapt to the digital, thus creating digital marketing, which is a set of marketing strategies that are carried out in media and internet channels, which are constantly changing and improving thanks to technology. That is why digital marketing is very important for any business, whether small or large, because knowing the channels and the advantages they have, will help to make better strategies that give advantage in the market (Fontalba, 2017).

It uses new media to stand out on the internet and thus get more customers. Currently, social networks, blogs, email, among others, are widely used to create these strategies. Therefore, it could be said that it has evolved, as radio advertisements are now more common on the internet, to mention just one example (Fontalba, 2017). The tools available on the internet have been shaped, allowing to sell more and better. Thanks to this, it is possible to strengthen the relationship that the company has with customers, as well as saving money and being able to measure the results immediately (Flores, 2021).

On the other hand, this is a tool that has a great influence on certain groups of consumers or customers, in order to create loyalty and thus buy the product or service that the company wants. Thanks to the internet and the information that can be found, it is possible to get to know the tastes and needs of the public, which makes companies adapt their digital content and communication channels to use to create strategies and get customers, which previously could not be done so easily (Rendón, 2018).

Taking all this into account, consumers no longer need to travel long distances in order to have better information about the product or service they want to buy, which makes it easier to access.

Because of this, many people prefer to purchase their products online, due to the convenience that this represents, and they can even comment on it if the website allows it (Rendón, 2018).

It is for all this that digital marketing, currently and for some time now, has had a lot of influence in tourism and of course for the benefit of Nayarit society, since a large percentage of the population has access to the internet, so companies related to the tourism sector take advantage of it to sell more and easier in this 2022 that we are living in.

In Nayarit, the key strategic sectors are agro-industry and tourism services; and the future strategic sectors will be metal-mechanics, logistics services and medical services. According to figures from the National Institute of Statistics and Geography (INEGI), during 2014 Nayarit ranked 31st in terms of the value of its exports, which reached 112.6 million dollars, representing 0.03% at the national level. Economía, S. D. (2015). Therefore, an excellent digital tool being used by large companies and businesses related to tourism is marketing. Marketing consists of seeking to promote and serve markets (Fuentes, 2022).

Today's world is marked by dizzying changes and constant transformations in society. There are new lifestyles due to the era of knowledge and globalisation, in which more and more people have access to an exaggerated excess of information that is generated daily, therefore technology plays a very important role and its influence on the world is immeasurable. There are also a multiplicity of factors, leisure time has grown and has begun to fragment due to the changes in this new Post Pandemic reality, however, social and economic problems continue to increase, as well as permanent damage to the environment. Finally, the generation of profound changes in the basic values of society can be observed. According to the vision and perspective of tourism, new social values have been shaped, which have led to new emerging forms of tourism (Mazón, 2001).

This global situation demands equally rapid changes and actions on the part of tourism destination managers and agents. Transformations and adaptations to this new scenario are necessary as a sine qua non condition to remain in the market.

Thus, there are countless disciplines that can and must contribute knowledge and collaborate with their institutions and theories for new ways to create, plan, develop and manage tourism products and destinations. From the perspective of these different disciplines interacting with tourism, some have borrowed from business studies, such as marketing and strategic planning. In fact, these theories are also bound to evolve and their new contributions must be applied to the activities they have already influenced, as is the case of tourism.

Like other global markets, it is increasingly competitive and customer-centric (Yasin et al, 2004:20). Thus the importance of marketing, not only as the study of that market, but also as a philosophy, also becomes more present. Marketing has played an important role in the evolution of sales and marketing techniques, mainly in the sales-oriented times when the surplus of products in the global market needed to be traded to foster the development of capitalism and industrial growth. Before this stage, marketing had its orientation towards production, when the focus was on saving the means of production.

After the focus on sales, where many of the tools and techniques of promotion were developed, there was a great evolution. According to Milio Balanzá and Cabo Nadal (2003), the next focus of marketing was marketing itself and, from there, the subject specialised according to global needs, with the emergence of service marketing, internal marketing, city marketing, political marketing, sports marketing, etc., and even tourism marketing. Nowadays, the authors point the focus of marketing towards society, with very special considerations in the premises of sustainability and trying to build relationships with that society.

### **Theoretical framework**

In order to try to understand the current definition of marketing, it is necessary to take into account that there are many concepts that try to define it and the ways in which the market in general applies it are varied. These concepts and models have evolved over time, as Miquel *et al* (1994:11) point out, after stating that marketing has evolved in parallel to the development of the market economy, acquiring new functions both in the economy as a whole and within companies or organisations.

In other words, as well as the orientations of the subject itself, presented in the previous paragraph, today marketing is evolving towards relationships. According to one of the most prominent authors of marketing, Peter Drucker (quoted by OMT, 1998:289), its main challenge must be the customer, so it can be admitted that a certain form of selling is always necessary, but the aim of marketing is to make selling superfluous. In other words, the aim of marketing is to know and understand the customer so well that the product or service is naturally adapted to his needs and sells itself. Ideally, marketing management should lead to a customer who is willing to buy. All that needs to be done is to make the product available.

In a way, marketing can be seen as having sought answers to the questions posed by the global market in the wake of its transformations. Perhaps the most significant response has been "customer-focused", in a view that considers customers as people with well-defined needs rather than simply looking at the customer as a buyer of products. In fact, Bigné (1996) recognises the evolution of marketing towards such a positioning by pointing out that the current conception of marketing focuses on identifying and satisfying the value of consumers by focusing on the solution of their problems, so that products or services become vehicles for their solutions.

Still at the level of concept, Miquel *et al* (1994:01) define marketing by presenting both its application and its philosophical axis by pointing out that it is both a philosophy and a technique. As a philosophy it gives a specific character to all the activities carried out by the company or organisation; as a technique it implies the development and use of a series of marketing techniques or instruments, specifically elaborated for that purpose or 'rescued' from other disciplines and used to effectively develop marketing management.

The challenge of marketing as a philosophy, as well as the difficulty of conceptualising it in a unique way, is also presented by the WTO (1998:284). It is important to mention in this regard that a difficult situation exists because marketing affects the entire organisation as an activity that should be part of the activities of all those involved in research, development, design, production, finance, distribution, after-sales service and even the workforce.

Thus, marketing as a management philosophy should be transversal, that is, encompassing all departments and functions of an organisation. As Gándara (2003:162) points out, a better understanding of the concept of marketing makes more visible its evolution towards relationships, the profound changes that marketing has undergone and the importance of relationships given that the fundamental objective of commercial action is not only to obtain profits, but also to achieve the economic, social and cultural stability of a nation or a geographical region.

Milio and Nadal (2000). Relationship marketing, stating that it is a continuous process in which the sale is not considered the end of the relationship with the customer, but a series of post-sale activities to restart, reactivate or stay. It lives the customer's needs. In other words, relationship marketing means the continuous process of adding value to the product in the eyes of actual and potential customers who can and should consume the product again because they have had a positive experience that makes them feel compelled to repeat. To build relationships with customers, marketing is used as a philosophy that considers all phases of the customer experience. Bignet *et al.* (2000:26) agreed with the idea of marketing as a philosophy and pointed out that building lasting relationships involves relationship marketing, which involves attracting, maintaining and strengthening relationships with customers.

More generally, even with the emphasis on inclusiveness in marketing, Kotler *et al.* (1997:350) that the purpose of relationship marketing is to provide long-term value to customers in a way that requires the involvement of the whole of marketing.

Marketing is not just about advertising or selling, but involves a specific look at the four areas of a company's or organisation's business (product, price, distribution and communication). Therefore, decisions related to communication, even the most obvious ones, must be coordinated with other decisions. Philip Kotler (1997) and Bowen (1997) suggest that selling and advertising are marketing functions, but not the most important, as they also include product, price and distribution, as well as research, information systems and planning. Some organisations overlook the strategic role of marketing.

Their practice includes forms of communication/advertising, but it is different from simply addressing their actions. However, this does not mean that the scope of the discipline and its strategic dimensions are not fully understood (Clarke, 2005).

According to Elizagarete (2003) referring to city marketing, he points out that the error also occurs in other "targeted marketing", and mentions that often the use of city marketing is mistakenly considered an advertising campaign. According to the new challenges related to tourism demand, tourists are more aware, mature and active, facing more accessible destinations, with more spread out holiday time, but with higher family income for leisure (Beni, 2004; Cerveró et al, 2002; Middleton et al. al., 2001 ; WTO, 1999; Valls, 1996) In addition to considering sustainability, quality should be considered in the global context of the product, taking into account all the actors involved in the production process that modify the needs of the company tourism and society in general.

Regarding the need for these changes, Bigné (1996:108) points out that increased competition, greater attention to service quality, increased market research, segmentation and increasingly specific tourist behaviour, and therefore differentiation, allow us to think of slow and gradual changes in companies and management for marketing orientation. That way, you can't make changes if you don't know where you are; what are the strengths and weaknesses of your product and what are the strategic actions needed to adapt to this new environment. Once the product policy is developed, structured and published, all promotional/communication tools are implemented to inform and engage the target audience. Therefore, communication cannot be an isolated activity, as is often the case (Ruschmann, 2002).

But now it has to be taken into account that not only sun and sand, comfortable hotels or modern golf courses are sold, but also a wide range of tourist-oriented tours, consisting of global travel products. In the future, companies seeking to lead the travel market must consider that the next key to competition will be the planning and organisation of the experience (Beni 2004:41).

This highlights the importance of marketing as a philosophy that intervenes laterally in the development of destination marketing throughout the strategic process. Analysis of publications of the World Tourism Organisation on observations or findings on this issue; regarding the relationship between marketing and promotion and its relation to tourism product development, two versions were found, one positive and one negative. Books introducing development models or tourism research correctly reflect the relationship between discovery products and promotions, even paying special attention to the survival of the destination, indicating that proper product planning and marketing strategies can make the difference between achieving a competitive product or a mediocre one products that tend to disappear over time (UNWTO, 1998).

However, recent publications refer to the Evaluation of the promotional activities of NTOs which shows this ambiguity, after the organisation has used the term "marketing" in some cases and other campaigns without offering either of the concepts, i.e. as if they were synonyms. In fact, they used the word "advertising" on the cover of the book, and later on inside they introduced the purpose of the study, which was the origin of the book, to determine the scope of the evaluation of the marketing activities of NTOs (UNWTO, 2004: 63), a promotional concept of the title marketing. In the aforementioned publications, what is even more surprising is that the marketing mix, which is widely known and manifests itself as the four P's of product, price, distribution and promotion, is presented only with a campaign tool: in the fulfilment of the target, each component of the marketing mix is part of the individual effect, i.e. a relationship-breaking effect with media, advertising, brochures, websites and trade fairs. (OMT, 2004: 12).

Unplanned and inconsistent use of territorial resources, especially tourist destinations associated with the presence of special natural resources, which used to be widespread (WTO, 1998), are now generally no longer allowed, at least for those destinations where they want to stay. in the market. From the point of view of tourism destination marketing, the behaviour of the agents who control the investment and direct economic benefit of the activity (especially the government and the company as the main investor and/or beneficial opinion) should be highlighted. monitor).

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They must understand that promotion alone does not guarantee the long-term development of tourism. Destination marketing should not only promote the destination, but also respond to the needs of tourists and local communities. In general, the public and private sectors apply only a part of their marketing mix to tourism (communication) and do not pay much attention to other marketing components (Bigné et al., 2000: 32).

The above-mentioned change of activities requires a coalition of tourism planning forces, starting from the challenges of sustainable tourism and destination marketing in the context of tourism behaviour change. The UNWTO highlights this combination of effort and action (Quoted by Bigné et al., 2000:385). As for the purpose of planning, it has evolved over the years. Consequently, increasing attention is being paid to building synergies between tourism and the social, economic and environmental setting, rather than just the physical planning and promotion of tourism resources, in order to comprehensively consider the needs of businesses, tourists and the host community.

Fishkin and Hogenhaven (2013) conceptualise inbound marketing as actions that can be taken online to attract the attention of individuals and the public without general investment. Inbound marketing is inextricably linked to digital marketing and is defined as: Digital marketing consists of a number of elements or tools to reach consumers, but unlike traditional or traditional marketing, it is done with the help of the Internet, using the current changes and tools offered by large companies. mobile application, etc. In the context of marketing, use statements such as traditional marketing or 1.0 or digital marketing known as 2.0. According to Sanchez (2011) in his article Tourism 2.0. talks about a new model of tourism promotion with the use of new technologies to develop tourism promotion.

Currently we believe that applications for mobile devices are attracting attention and can offer several marketing and sales promotion opportunities for the industry. Here it is important to highlight a quote from the study we mentioned in the previous section on the preparation of the MMA (Mobile Marketing Association).

In terms of mobile applications, the most active this year was the telecommunications, automotive and travel industry. This investment is important to highlight the travel industry's efforts to develop new technologies. With examples such as TripAdvisor, Booking, YouTube, Facebook Places, Bluguía and others, they are seeing real growth and change in travel-level campaigns.

In his article for the magazine *Creatividad y Sociedad*, Pablo Garrido Pintado mentions that visitors use the Internet to search for information (forums, blogs, virtual communities, etc.), select information, contract services and, after enjoying them, share their experiences with other Internet users. It is a process of continuous feedback in which tourists become consumers and prohibit the use of the Internet as a means of enjoying services (Pintado, 2011).

Furthermore, Braga (2003) states that marketing is another axis of demand research as an element of tourism planning, since, according to the authors, the study of potential tourism demand in the main tourism distribution markets is often beneficial to implement tourism planning for sustainable development. In addition, the prediction of future tourism flows is another factor to be studied, taking into account the knowledge of consumption habits, motivation and socio-economic characteristics of tourism products. Therefore, the joint application of marketing and tourism planning is more reasonable, because the application of marketing foresees a more direct and continuous flow of tourists, while the planning work formulates the necessary public policies for the development of tourism.

The difficulties associated with combining the expertise of professionals from different fields to achieve a real and successful alliance of planning and marketing are well known. This is even more true for the different actors with their own specific objectives interacting in a tourism destination. In this context, it should also be kept in mind that the partnership should be based on the concept of sustainability, which is necessary for the development of tourism activities, which can lead the start of the long road towards the tourism of the future. Inbound marketing method.

## Definition of marketing

The concept of marketing has evolved over time, and one of the most prominent trends is inbound marketing, which was developed by Brian Halligan and Dharmesh Shah. These innovators sought to create a marketing approach that differed from the traditional approach and adapted to the new reality emerging in the world. Their fundamental observation was that people were changing the way they lived, worked, shopped and spent, but businesses were not adjusting to these changes. With this premise in mind, they founded HubSpot in 2006 and gave birth to a vision for inbound marketing, developing the HubSpot platform as their key tool (HubSpot, 2019). Inbound marketing is based on a series of activities aimed at creating a valuable experience for businesses and their customers.

In the words of HubSpot (2019, p. 1), inbound marketing involves "attracting prospects and customers to your website through useful and relevant content. Once they are on your site, you interact with them through conversational tools, such as email and chat, and promise them long-term value. Finally, you delight them by positioning yourself as a consultant and expert who understands their needs and cares about their success.

Inbound marketing is more than just a methodology; it is also considered a marketing strategy. Its essence lies in engaging valuable and relevant customers at all stages of the buyer's journey (Samsing, 2018, p. 3). As Figure 1 shows, inbound marketing focuses on attracting individuals who are value creators in all aspects, from initial attraction to conversion and loyalty. According to Halligan and Shah in their book "Inbound Marketing: Using Google, Social Media and Blogs" (2010), the online world can be divided into three main areas (Castro & Mejía, 2016, cited in Halligan & Shah, 2010): Information searches through search engines, which in the past were mainly conducted through traditional media such as television, radio and newspapers, but have now moved to the digital environment. Blogs, which attract audiences seeking in-depth and detailed information through content published on blogs. Social networks such as Facebook, Twitter, LinkedIn and YouTube, which have become key platforms for the effective implementation of inbound marketing.

In short, inbound marketing is a strategy and methodology that focuses on attracting, engaging and delighting customers throughout their journey, making the most of the opportunities offered by the digital world and social networks to create valuable and long-lasting customer relationships (HubSpot, 2019).

## Methodology

The present research has been developed mainly with a qualitative approach, both narrative and descriptive type generating a new perspective from a subjective point of view, analysing through logical reasoning a series of comparatives that lead to a discernment of the most relevant about the use of digital marketing as an effective tool to reactivate tourism in Nayarit. At the same time, the research is also of an exploratory type, since during the development of the research, a systematic literature review of various scientific articles in English and Spanish on this topic was carried out using the following scientific databases: Direct Science, Emerald, Scopus, Scielo, Redalyc, Google Scholar. Likewise, for this article, search criteria were applied based on search engines or descriptors, achieving the best results with high impact articles.

## Inbound marketing methodology

Inbound marketing methodology is based on carrying out certain actions to connect the segment with the company. These steps are summarised in the following four basic steps to create inbound marketing, which are designed as methods to attract, convert, sell and build loyalty as described and defined as follows:



**Figure 1** Inbound Marketing Methodology as cited in Samsing (2018)



1. **Attract.** It is difficult for a small company just starting out to attract customers, the main factor is positioning, positioning in a tourism event means not only the domestic segment, but also the foreign segment, which makes it a bit difficult for sales and correct segmentation generate traffic, you need to use different resources like content marketing, SEO techniques, social media, PPC, etc. It is important that you follow a strategic plan to get results. Inbound marketing allows you to create direct linking tools for landing pages or web pages.
2. **Convert.** Once you acquire a lead, you must commit to a content marketing strategy that focuses on what that lead is looking for and try to take action to convert them into leads. "Once you have successfully attracted visitors to your website, the next step is to convert them into leads. It's important to know how to convert leads, because if you get it wrong, you can introduce unwanted customers who will waste critical time and resources, as well as annoy users in your network.
3. **Close.** Once those leads are selected and interested in your product, move to the end of the sale and not only send information, but once you have a database, manage records, connect them to CRM or automation and lead nurturing tools integration. This is how you create an automated content flow. You must be consistent with your leads and nurture them through marketing automation, which can be done through a myriad of digital tools to do.
4. **Delight.** Once the sale is made, it is imperative to continue to build loyalty and encourage customers to recommend the brand using digital tools to gain more marketing power and create real value for your business. Once you have customers, you must keep them. At this stage, you must satisfy them, provide them with useful and interesting information and nurture potential prescribers to convert sales into referrals.

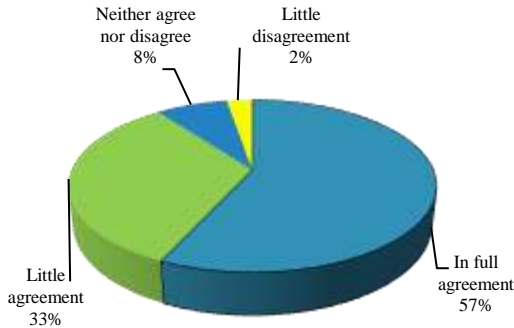
The application of inbound marketing is dynamic, because it started as a simple idea to attract and idealise using social media and the internet, but over time, large global companies providing services are applying it and doing it. Human purpose is a whole philosophy, they even consider it a science. From a business perspective, attitude reflects the growth of your business, and satisfied customers are the driving force behind growth (HubSpot, 2019). Any strategy that will benefit the company is obvious, new strategies adopted and strategies that create great value globally are very possible and applicable, for example, in this case, Bolivia is not yet so immersed in digital marketing and e-commerce. Among travel partners, they form different market segments, such as B2B, because travel itself is a multifaceted intermediation activity. This approach has created a strategy that can be used in any campaign. The traditional way of marketing, offering products through phone calls, countless emails and large advertising campaigns on radio, television and billboards, is considered an unpleasant way to reach customers.

However, as Moreno (2015) mentions, the Internet has brought some changes not only in terms of consumers but also in the way of marketing, be it blogging, viral creation or online content creation. This gave rise to the definition of digital inbound marketing (Opreana & Vinerean, 2015). Consumers are tired of receiving hundreds of emails every day with advertisements offering various products and, along with changes in technology, these emails have forced companies to change their marketing vision. To this end, they propose digital inbound marketing as a new conceptual term for online marketing and explain it as follows: Digital inbound marketing is the process of reaching and converting qualified customers by creating and practising an organic strategy in an online setting (p. 30).

### **Analysis of results**

As a technique of data collection was done through a Google Forms form randomly directed to students of the Bachelor's Degree in Marketing of different semesters of the morning shift ranging between men and women with a total sample of 87 students of the Academic Unit of Accounting and Administration of the Autonomous University of Nayarit in order to know their perception on this research topic resulting as follows:

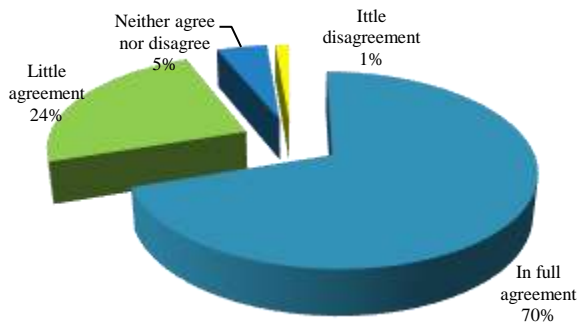
RAMÍREZ-JIMÉNEZ, Armando, CARRILLO-BELTRÁN, Julio César Cuauhtémoc, ENCISO-ARÁMBULA, Rosalva and MEJÍA-SALAZAR, Gilberto. The digital marketing: The technological response to Nayarit's tourism challenges. *Journal-Financial Economy*. 2023



**Graph 1** ¿Do you think Inbound Marketing is a good strategy for companies to use?  
Source: Own Elaboration

With respect to Graph 1, the highest percentage that students expressed the highest preference was that they totally agreed on the importance of the positive impact that Inbound Marketing has, which means that they are mostly aware that it is a good strategy that can be implemented in companies.

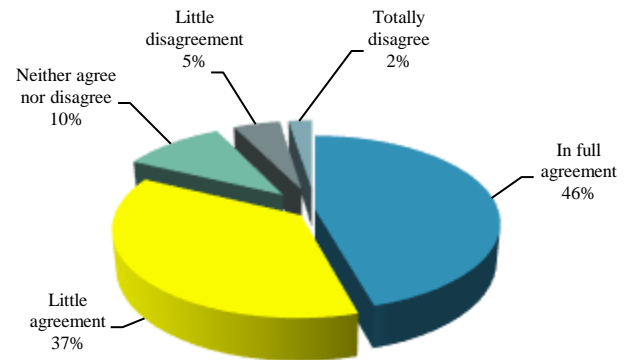
A percentage of 33% expressed a little agreement, due to a lack of interest, knowledge or motivation to learn about the problems that this generates. The 8% of those who showed a little apathy or disinterest in this item, which indicates a lack of awareness or lack of knowledge and finally there are 2% of respondents who reflected a little disagreement, which is fortunately a very minor indicator of the students interviewed who are not interested in this topic of Inbound Marketing.



**Graph 2** Do you consider that digital marketing is a good technological resource for the tourism challenges facing Nayarit?  
Source: Own Elaboration

In relation to the interpretation of Figure 2, the most outstanding percentage that students expressed the highest preference was that they totally agreed on the relevance and importance of the proper use of digital marketing as a good technological resource for the tourism challenges faced by Nayarit after the Covid 19 pandemic.

Fortunately students perceive the relevance and what it means for our federal entity. A percentage of 24% expressed little agreement, due to a lack of interest or vision in recognising the seriousness of the problem that this represents. It is worth noting the 5% of those who showed a little apathy or disinterest in this item, which indicates a lack of awareness or knowledge and finally there is 1% of respondents who reflected a little disagreement, which is an indicator with a very low value of the students interviewed who are not interested in the issue in question.



**Graph 3** Can university students have an impact on the use of digital marketing in companies in Nayarit?  
Source: Own Elaboration

With respect to the interpretation of Graph 3, the highest percentage was 46%, which corresponds to students who expressed total agreement, which can have an impact with favourable and effective actions in Inbound Marketing both as students and as professionals.

A percentage of 37 % expressed little agreement, due to the lack of interest or the vision that this represents. 10 % expressed apathy or disinterest in this topic, 5 % strongly disagreed indicating a lack of awareness or knowledge, and finally there are 2 % of the respondents who reflect in their opinion a lack of knowledge or commitment in the indicator which certainly reflects a lack of relevance or commitment that really, thanks to their youth and energy, could impact university students with well executed actions for the benefit of progress through Digital Marketing: The technological response to the tourism challenges of Nayarit.

In the post-pandemic era, tourism businesses face a new and challenging landscape. The need to adapt to new circumstances and changing consumer expectations has led many companies to seek more effective and efficient marketing strategies. In this context, Inbound Marketing has become an essential tool for tourism companies and the perception of the Marketing students that were surveyed as analysed in the figures above is clear to most of them.

### Conclusions and recommendations

The global tourism scenario has undergone a fundamental transformation, driven by socio-cultural and technological changes, which has led to the need to break paradigms and adopt new approaches in the tourism industry. Tourism activity is recognised as an open system that is affected by these transformations, and this has generated a significant evolution in the marketing strategies applied in tourist destinations around the world.

Nayarit, a state in Mexico with abundant natural resources and a focus on sustainable development, is in a strategic position to make the most of its tourism potential. Despite its natural and cultural advantages, there are sectors that are still under-exploited in terms of productive capacity.

### Recommendations:

1. **Updating and Continuous Training:** It is recommended that tourism enterprises in Nayarit keep up to date with tourism market trends and provide constant training to their staff. A motivated and well-trained team is fundamental to maintain competitiveness and offer high quality services.
2. **Modernisation and Digital Marketing:** In the current era, it is essential that tourism companies adapt to technology and take advantage of digital marketing. This involves creating innovative online strategies, such as social media presence, online advertising and other forms of digital marketing. However, it must also be balanced with traditional strategies such as print advertising, coupons and promotions.

3. **Preserving Traditions:** Despite the importance of modernisation, tourism businesses in Nayarit should not forget their local roots and traditions. They can take advantage of the cultural richness of the region to attract tourists interested in authentic and indigenous experiences.
4. **Collaboration with Educational Institutions:** To strengthen human capital in the tourism industry, it is recommended that businesses in Nayarit consider collaborating with local educational institutions, such as the Autonomous University of Nayarit. This includes hiring graduates from marketing programmes and participating in training and consultancy programmes.
5. **Focus on Marketing:** Marketing is a key tool for tourism enterprises. It is suggested that tourism providers in Nayarit adopt sound and effective marketing strategies to attract tourists and promote their services effectively.

In summary, the implementation of marketing strategies, both digital and traditional, is essential for Nayarit to maintain its status as a tourism destination both nationally and internationally. By focusing on modernisation, preservation of traditions, training and collaboration with educational institutions, Nayarit can strengthen its position in the tourism industry and remain an attractive place for locals and international visitors.

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