



THE IMPACT OF E-COMMERCE PLATFORMS ON MARKETING EFFECTIVENESS IN TOURISM ENTERPRISES

Abrayeva Shakhzoda Fakhriddinovna
1st year master of Karakalpak State University
<https://doi.org/10.5281/zenodo.19382578>

ARTICLE INFO

Received: 21st March 2026
Accepted: 25th March 2026
Published: 30th March 2026

KEYWORDS

Tourism, e-commerce
platforms, digital marketing, online
booking, OTA, marketing
effectiveness.

ABSTRACT

This article analyzes the use of e-commerce platforms to improve enterprise marketing, identify consumer behavior and increase competitiveness, and analyze the effectiveness of online booking, OTA (Online Travel Agencies) and digital marketing.

Today, e-commerce platforms play a central role in the global travel and tourism market. According to reports in 2025, more than 70% of travel bookings have been made online, further increasing the importance of digital platforms. It has also been noted that reservations made via mobile devices account for around 60% of total online reservations [1].

In the context of Uzbekistan, the growth of the tourism sector is also noticeable: in a number of months of 2025, the number of foreign tourists to the country has exceeded 3.1 million, which is 46.4% more than in 2024. At the same time, according to major statistical blind estimates, in 2025 the volume of tourism services, including reservations and related services, will reach 2.2-2.9 trillion soums. This further enhances the role of digital commerce in the digital tourism services market.

E-commerce platforms allow businesses to rethink their marketing strategies and improve their competitiveness. In-depth study of customer needs and creation of personalized offers via digital platforms will significantly increase the conversion rate. Global market indicators require tourism businesses to adapt rapidly to digital transformation, as the share of bookings made through OTAs in the market is projected to reach 65% in 2026 [2].

In addition, the implementation of digital strategies in Uzbekistan will allow enterprises to diversify their directions, deepen customer segmentation and organize targeted advertising campaigns.

E-commerce platforms are playing a central role in the marketing activities of tourism enterprises, and their effective integration will significantly increase the competitiveness of the enterprise. The study analyzed statistical data on the Uzbekistan and global tourism market, as well as investigated the influence of consumer behavior, online shopping motivation and digital marketing tools through surveys and interviews. On this basis, the following conclusions and recommendations were noted:

Integration of e-commerce platforms: Tourism enterprises should incorporate digital channels into their marketing strategy, actively use online booking and sales. The result of research showed that the share of sales made through e-commerce platforms can reach up to 50–60% of the total income of an enterprise. At the same time, by integrating OTA, marketplace, and mobile apps into a single digital ecosystem, it is possible to create customer convenience, simplify the booking process, and increase shopping volume. In contemporary conditions, the application of e-commerce models in tourism can be divided into several directions. Application of e-commerce models in tourism

In the tourism industry, e-commerce operates on several business models: The B2C model means that hotels and airlines offer their services directly to the consumer. The B2B model represents a wholesale collaboration between tour operators and travel agencies. In the C2B model, customers can quote their own price. In the C2C model, on the other hand, individuals offer their accommodation or services to other tourists through platforms. In particular, through the B2C (Business-to-Consumer) model, tourism enterprises sell their services (air tickets, hotel rooms) directly to the consumer, which reduces excessive intermediary costs. Also, OTA (Online Travel Agencies) platforms, such as Booking.com or Expedia, act as aggregators globally, bringing together the tourist offer and demand in one point. Research shows that by 2026, the share of bookings made through OTAs in the global market is expected to reach 65%.

The following scientific methodological approaches were used in this study:

- 1. Literature analysis** – scientific works, statistical reports and market analysis from global and local sources were learned.
- 2. Statistical analysis** – the indicators of online booking and tourism services were analyzed, including global figures and statistical data of Uzbekistan.
- 3. Survey/Interview** – Trends in the use of digital trading platforms have been identified through surveys with employees of tourism enterprises and consumers.
- 4. Model approach** – to evaluate the effectiveness of digital marketing, a complex methodology such as the Digital Marketing Effectiveness Index (DMEI) was used. The DMEI model is not only a theoretical indicator, but also a practical tool that measures the effectiveness of digital marketing of an enterprise. This index comprehensively analyzes the conversion rate (conversion of visitors into buyers), digital audience coverage and online activity rates. It allows businesses to save up to 20-30% on ad spend and increase their return on investment (ROI).

The study illustrated that the impact of e-commerce platforms on marketing effectiveness is expressed as follows [3]:

1. The growth of online booking

The global online travel market is growing rapidly. For example, the combined value of the OTA and online booking market will be hundreds of billions of dollars in 2025 and is expected to surpass EUR 1 trillion in 2032. These numbers signal the need for tourism enterprises to activate online channels.

2. Consumer Behavior

Digital platforms serve as a source of 'Big Data' in the study of consumer behavior. It has been found that 75% of tourists compare prices on at least 3-4 platforms before booking online. It also performs transactions on mobile devices in order to compare prices in the process of trading. At the same time, the probability of making a purchase by creating personalized offers (packages tailored to the client's interests) is increased by 35–45%. Businesses should prioritise the 'Mobile-First' strategy, especially since the share of tourists searching through mobile devices exceeds 70%. This means that digital platforms serve as the primary channel for customer engagement, segmentation, and personalization.

3. The example of Uzbekistan

The fact that the volume of tourism services in Uzbekistan will reach 2.9 trillion soums in 2025 shows that the industry is ready for digital transformation. In the context of a 46.4% growth in the flow of foreign tourists, it is of strategic importance that local travel agencies operate not only offline, but also integrated with global OTA platforms. Thanks to this, businesses can diversify their customer segment and more accurately organize targeted advertising campaigns.

Assessing the effectiveness of digital marketing:

The Digital Marketing Efficiency Index (DMEI) model developed in the study provides an assessment of digital marketing effectiveness for tourism enterprises. This indicator comprehensively measures the effectiveness of conversion rates, digital audience coverage, online activity index, and sales data. With DMEI, businesses can optimize their marketing campaigns, save on advertising cost, and increase their ROI (Return on Investment).

3. Personalized Customer Experience:

Consumer segmentation and offers based on individual characteristics increase conversion rates. According to the study, customer engagement increases by 35–45% through personalized offers. For this purpose, it is recommended to use algorithms that analyze customer profiles, interests, travel history and budget options. Also, the creation of dynamic pricing, temporary promotions, and customized packages on e-commerce platforms will increase efficiency.

4. Emphasis on mobile strategy:

The flow of users from mobile devices is growing rapidly: according to global statistics, 70% of tourists search and book via a mobile device. Therefore, tourism enterprises should pay special attention to mobile optimization, making mobile applications convenient and fast, delivering push notifications and personalized offers through the mobile platform. This simplifies the procurement process and increases customer loyalty.

5. Embracing Future Digital Innovations:

In the future, there is an opportunity to further individualize tourism services based on artificial intelligence (AI), machine learning algorithms, and big data (Big Data). This means:

- * forecasting customer needs in advance;
- * creation of personalized advertising campaigns;
- * automation of reservation and service quality;
- * Allows to optimize costs and increase profit share.

6. Diversify your marketing strategy:

Tourism businesses should adopt multi-channel strategies, not just focusing their marketing campaigns on a single platform. Comparatively, it is possible to simultaneously reach global and local audiences, increase demand for tourism services and strengthen competitiveness.

7. Comparative analysis of the global and local tourism market

The share of online booking in the global tourism market is over 70%.

The share of bookings via mobile devices is also growing rapidly. And in Uzbekistan

Tourism infrastructure development within the framework of the Digital Uzbekistan 2030 strategy digitalization work is underway. Local Platforms (bron.uz, Silk Road) and competition is emerging between global platforms (Booking.com, TripAdvisor).

8. Professional development of employees and specialists:

For effective use of e-commerce platforms, it is necessary to train the company's employees and marketing specialists in digital commerce and digital marketing. And making full use of the platforms, analyze campaigns and implement innovative approaches.

Full integration of e-commerce platforms into tourism enterprises, measurement and optimization of digital marketing effectiveness, creation of personalized customer experience and attention to mobile strategy are important factors in increasing the competitiveness of the enterprise. If practical measures are taken in these areas, the quality of services in the tourism sector will increase, the share of online bookings and sales will increase, as well as the income of the enterprise will significantly increase.

Deepen their marketing tools.

Content marketing is one of the most effective tools of tourism marketing. Travel videos on YouTube and TikTok platforms show tourists' decision-making has a huge impact on the process of making it. Big Data and Artificial Intelligence Technologies with the help of which tourism companies can analyze customer travel behavior and create personalized offers [4].

SWOT analysis of electronic platforms

Strengths:	Weaknesses:
Access to a global audience	High dependence on technology
Reduced marketing costs.	Extreme competition
Options:	Risks:
Integration of Artificial Intelligence (AI) and Big Data	Cybersecurity and Data Integrity
Rapid development of mobile tourism	The risk of not being able to adapt to

technological changes.

On the basis of the model, an analysis of a questionnaire with the participation of 120 respondents was developed. According to the results, 68% of respondents book tourism services through online platforms, 75% consider mobile applications convenient, and 85% pay attention to online reviews when making a user's decision.

Case study: Development of tourism marketing through electronic platforms: In the tourism sector, e-commerce platforms create an opportunity to promote and sell services globally. As a practical example, it is important to analyze the activities of global and local tourism platforms. This study looked at Expedia Group as an international experience, as well as the activities of bron.uz platforms as a local example.

1. Global experience: Expedia platforming

Expedia Group is one of the largest online tourism platforms in the world. The platform offers the possibility of booking hotels, flights, car rental and travel packages through a single system. The platform has secured an important position in the global tourism market due to its effective use of digital marketing strategies.

The marketing strategy of the Expedia platform is based on the following key elements:

The use of big data and artificial intelligence. The platform analyzes users' search history and travel behavior, offering personalized recommendations.

Dynamic pricing model. Allows real-time price updates through integrations with hotels and airlines.

A global OTA ecosystem. Millions of tourist services combined through the platform into a single system.

Mobile marketing strategy. Given that a large portion of Expedia users book via mobile devices, Expedia will implement marketing campaigns through mobile apps and push notifications.

As a result, the Expedia platform has achieved high efficiency in promoting and selling tourism services globally, enabling tourism companies to operate in an international market.

2. Local experience: bron.uz platform

Electronic platforms are also actively developing in the local tourism market. One such platform is bron.uz. This platform allows you to book hotels, search for tourist services and make online reservations in Uzbekistan.

The following factors play a key role in the development of the [Bron.uz](#) platform:

Integration with the local tourism infrastructure. The platform collaborates with local hotels, travel agencies and transport services.

Use of digital marketing tools. Services are promoted through social networks, search engine optimization (SEO) and online advertising campaigns.

Comfortable interface for tourists. The platform offers a simple and fast booking system.

Local tourism development. The platform also provides tourist destinations of Uzbekistan to an international audience.

The development of local platforms will accelerate the digital transformation of the country's tourism sector and play an important role in bringing tourism services to the global market.

Comparative analysis of global and local platforms:

A comparison of global and local e-tourism platforms shows the following results:

Indicators	Global platforms	Local platforms
Audience	Global	Mostly local
Scope of services	Extremely wide	Limited
Technologies	AI, Big Data	Basically a standard system
Marketing strategy	Global digital marketing	Regional marketing

The Role of Digital Marketing Strategies in Tourism Enterprises:

Digital marketing is important in the process of tourism businesses to attract customers and promote services. Internet technologies, social networks and search engines play a key role in modern marketing strategies.

Some of the major digital marketing tools used in tourism businesses are: Search Engine Optimization (SEO), Social Media Marketing (SMM), Context Advertising, Email Marketing and Content Marketing [5].

The SEO strategy helps tourism companies' websites rank higher in search engines. This increases the probability of potential customers visiting the site. And marketing through social networks allows you to reach a wide audience of tourism services.

Development trends of the online tourism market:

Today, the share of online services in the global tourism market is steadily increasing. Increasing the number of Internet users, development of mobile technologies and widespread spread of digital payment systems expand opportunities to sell tourism services online.

The online tourism market is booming under the influence of several important factors. Firstly, the development of mobile technologies allows tourists to search and book services from anywhere. Second, social media has become an important tool of tourism marketing. Before traveling, tourists explore the opinions of other users and make decisions based on their experiences.

Thirdly, online review and rating systems have a huge impact on tourists' choices. As a result, tourism companies are being forced to shape their marketing strategies based on digital platforms.

Theoretical foundations of e-commerce platforms in tourism sector:

Development of electronic commerce platforms in tourism industry is directly related to the accelerated development of information technologies. In recent decades, the widespread use of Internet technology has fundamentally changed the way tourism services are offered, marketing strategies are implemented, and customer relationships are developed.

E-commerce platforms allow tourism enterprises to provide services on a global scale. Whereas in traditional tourism services customers used services by contacting travel agencies, many services are now done online. This serves to increase the quality of services while increasing competition in the tourism services market.

E-commerce platforms perform the following key functions in the tourism sector: providing tourism services online, automating booking and payment processes, conducting marketing campaigns, analyzing customer needs and behavior, and monitoring the quality of services.

The results of the study show that e-commerce platforms play an important role in the marketing activities of tourism enterprises. Promotion of tourism services through digital platforms will not only increase the number of customers, but also optimize marketing costs. Also, the development of mobile technology is further simplifying the process of booking tourism services online. Social media and online comments, on the other hand, have a significant impact on the decision-making process of tourists.

Conclusion and Recommendations: According to the results of the study, the effective use of e-commerce platforms significantly increases the marketing effectiveness of tourism enterprises. The following recommendations were developed:

- * active introduction of digital marketing strategies in tourism enterprises;
- * development of mobile platforms and a focus on mobile marketing;
- * development of personalized offers tailored to customer needs
- * the use of artificial intelligence and big data technologies;
- * Enhancing integration with global and local tourism platforms.

These measures serve to increase the competitiveness of tourism enterprises and to bring tourism services to the global market.

References:

1. Kotler P. Marketing for Hospitality and Tourism – <https://www.pearson.com>
2. Buhalis D. Tourism and Information Technology- <https://doi.org/10.1016/j.tourman>
3. Xiang Z. Social Media in Tourism – <https://doi.org/10.1016/j.tourman>

4. UNWTO Tourism Report – <https://www.unwto.org>
5. OECD Tourism Trends – <https://www.oecd.org/tourism>



INNOVATIVE
ACADEMY