

FEATURES OF THE IMPLEMENTATION OF MARKETING STRATEGIES IN MEDITERRANEAN TOURIST DESTINATIONS

©2026 TYMOSHCHUK O. O.

UDC 339.9

JEL Classification: L83; M31; N70

Tymoshchuk O. O.

Features of the implementation of marketing strategies in Mediterranean tourist destinations

This article examines the characteristics of the implementation of marketing strategies in Mediterranean tourist destinations, one of the most dynamic and competitive tourism regions in the world. The purpose of this article is to examine the characteristics of marketing strategy implementation in Mediterranean tourist destinations and to identify successful development models for popular tourist destinations that, in the long term, contribute to the sustainable development of tourism under conditions of limited resources, the pronounced seasonality of the tourism market, and the ever-increasing influence of digital technologies on tourist flow dynamics. To achieve the stated objective, this article employs general scientific, empirical, and quantitative methods. Benchmarking was used to systematically compare leading Mediterranean destinations, enabling the identification of specific practices and innovations that can be adapted to the regional context of tourist destinations with similar resources and development conditions, including those in Ukraine. The study found that the region's appeal is shaped by a combination of natural and climatic conditions, a rich cultural and historical heritage, developed infrastructure, and a favorable geographic location. It is argued that, in the context of global competition, the use of comprehensive marketing approaches aimed at creating a unique image for destinations and enhancing their competitiveness is of key importance. The specifics of marketing strategies are analyzed, with a particular focus on destination branding, digital marketing, and tourism market segmentation. It is established that effective destination positioning is based on leveraging unique characteristics—culture, gastronomy, lifestyle, and natural resources. Significant attention is paid to the role of digital communication channels, particularly social media, video content, and content marketing, which help foster an emotional connection with potential tourists and influence travel decisions. It has been demonstrated that an important element of modern tourism strategies is the personalization of the travel experience and deep market segmentation, which allows for tailoring offerings to the needs of different target audiences. The issue of seasonality in tourism is outlined, and ways to address it through the diversification of tourism products and the development of year-round tourism are identified. The growing role of the concept of sustainable development is examined, which involves the implementation of environmentally responsible practices, the preservation of cultural heritage, and support for local economies. It is emphasized that the success of marketing strategies in Mediterranean destinations is determined by a combination of innovative technologies, effective branding, and a focus on tourist needs. Prospects for further development are identified, linked to the active implementation of digital technologies, data analytics, and the principles of sustainable tourism.

Keywords: The Mediterranean; marketing strategies; tourist destinations; destination branding; innovative technologies; digital marketing; market segmentation; sustainable tourism.

DOI: <https://doi.org/10.32983/2222-0712-2026-2-79-87>

Tabl.: 2. Bibl.: 22.

Tymoshchuk Oleksandr O. – Candidate of Sciences (Law), Lecturer, Department of Economics, Law and Tourism, Stryi Vocational College of the Lviv National University of Nature Management (169 Lvivska Str., Stryi, 82400, Ukraine)

E-mail: at2905@gmail.com

ORCID: <https://orcid.org/0009-0005-6816-3185>

УДК 339.9

JEL Classification: L83; M31; N70

Тимошчук О. О. Особливості реалізації маркетингових стратегій у туристичних дестинаціях Середземномор'я

У статті досліджено особливості реалізації маркетингових стратегій у туристичних дестинаціях Середземномор'я як одного з найдинамічніших і найконкурентніших туристичних регіонів світу. Метою статті є дослідження особливостей реалізації маркетингових стратегій у туристичних дестинаціях Середземномор'я та визначення позитивних моделей розвитку популярних туристичних напрямків, які в довгостроковій перспективі сприяють сталому розвитку туризму в умовах обмежених ресурсів, вираженої сезонності туристичного ринку та впливу цифрових технологій на динаміку туристичних потоків, що дедалі зростає. Задля досягнення поставленої мети у статті використано загальнонаукові, емпіричні та кількісні методи. Задля систематичного зіставлення провідних середземноморських дестинацій використано Benchmarking, що дозволяє виявити конкретні практики та інновації, які можна адаптувати в регіональному контексті туристичних напрямків із подібними ресурсами та умовами розвитку, зокрема і в Україні. В результаті дослідження визначено, що привабливість регіону формується під впливом поєднання природно-кліматичних умов, багатой культурно-історичної спадщини, розвиненої інфраструктури та вигідного географічного положення. Обґрунтовано, що в умовах глобальної конкуренції ключового значення набуває застосування комплексних маркетингових підходів, спрямованих на формування унікального іміджу дестинацій та підвищення їх конкурентоспроможності. Проаналізовано специфіку маркетингових стратегій, зокрема з акцентом на брендінг територій, цифровий маркетинг і сегментацію туристичного ринку. Встановлено, що ефективне позиціонування дестинацій базується на використанні унікальних характеристик – культури, гастрономії, стилю життя та природних ресурсів. Значну увагу приділено ролі цифрових каналів комунікації, зокрема соціальних мереж, відеоконтенту та контент-маркетингу, які сприяють формуванню емоційного зв'язку з потенційними туристами та впливають на прийняття рішення про подорож. Доведено, що важливим елементом сучасних стратегій у сфері

туризму є персоналізація туристичного досвіду та глибока сегментація ринку, що дозволяє адаптувати пропозиції до потреб різних цільових аудиторій. Окремлено проблему сезонності туризму та визначено шляхи її подолання через диверсифікацію туристичних продуктів і розвиток цілолітнього туризму. Розглянуто зростаючу роль концепції сталого розвитку, яка передбачає впровадження екологічно відповідальних практик, збереження культурної спадщини та підтримку локальних економік. Підкреслено, що успішність маркетингових стратегій у середземноморських дестинаціях визначається поєднанням інноваційних технологій, ефективного брендингу та орієнтації на потреби туриста. Визначено перспективи подальшого розвитку, пов'язані з активним впровадженням цифрових технологій, аналітики даних і принципів сталого туризму.

Ключові слова: Середземномор'я; маркетингові стратегії; туристичні дестинації; брендинг територій; інноваційні технології; цифровий маркетинг; сегментація ринку; сталий туризм.

Табл.: 2. Бібл.: 22.

Тимошук Олександр Олександрович – кандидат юридичних наук, викладач, відділення економіки, права та туризму, Стрийський фаховий коледж Львівського національного університету природокористування (вул. Львівська, 169, Стрий, 82400, Україна)

E-mail: at2905@gmail.com

ORCID: <https://orcid.org/0009-0005-6816-3185>

Introduction. The Mediterranean region is one of the most popular tourist destinations in the world, attracting millions of travelers each year thanks to its combination of a pleasant climate, rich cultural heritage, well-developed infrastructure, and diverse range of tourist offerings. Its appeal stems not only from natural factors – the warm sea, picturesque coastlines, and a long tourist season – but also from a unique historical heritage spanning millennia of civilizational development, which has yielded architectural landmarks, traditions, and cultural practices of global significance. Its geographical location, which bridges Europe, Asia, and Africa, creates unique conditions for the development of a diverse tourism environment. In today's highly competitive environment among tourist destinations, effective marketing strategies are particularly important, as they not only attract new tourists but also help build a strong image for the region in the international market. The use of digital technologies, social media, destination branding, and personalized offers is becoming a key tool for promoting tourism products. At the same time, concepts of sustainable development, environmental responsibility, and the preservation of cultural heritage are gaining increasing importance, contributing to the region's long-term competitiveness.

Analysis of recent studies and publications. The imperatives for implementing marketing strategies in the Mediterranean tourism sector have become particularly relevant in the context of globalization, growing competition, and changing consumer behavior, as consumers increasingly prioritize authenticity, sustainability, and the cultural value of a product. An important role is played by the development of a strong territorial brand that not only reflects historical and cultural heritage but also meets the contemporary expectations of an international audience. That is why aspects of the implementation of marketing strategies in the Mediterranean region are being actively studied by foreign scholars – M. Argypoulou [9], C. Vyas [16], F. Bertacchini [11], S. Wijesinghe [13], E. Bilotta [11], C. Grose [9], A. Deffner [10], S. Giglio [11], M. Gjurašić [14], N. Karachalis [10], Z. Marušić [14], T. Metaxas [10], P. Moloni [12], P. Pantano [11], E. Psatha [10], T. Papatheochari [12], R. Tavakoli [13], R. Tomljenović [14], D. Folinas [9], K. Charisis [9].

Ukrainian researchers are also analyzing marketing strategies for the effective operation of the tourism industry, focusing on adapting international experience to national

conditions, developing regional branding, and enhancing the competitiveness of tourist destinations. Particular attention is paid to digital marketing, the use of social media, the creation of a positive image for regions, and the implementation of innovative approaches to promoting tourism products, which are thoroughly studied by Ukrainian scientists – S. Bryk [2], Zh. Garbar [1], Ya. Gontaruk [1], T. Katkova [4], A. Koryugin [2], M. Matveev [2], T. Marusey [3], S. Matyukh [4], I. Mendela [5], Yu. Mironov [6], I. Svidruk [6], A. Rybchuk [7], M. Topornitskaya [6], and others.

Despite this, there is a clear lack of a comprehensive, flexible, and coordinated approach to implementing marketing strategies that simultaneously takes into account sustainable development, digitalization, seasonality, and the balance of tourist flows.

Purpose of the study. The purpose of this article is to examine the characteristics of marketing strategy implementation in Mediterranean tourist destinations and to identify successful development models for popular tourist destinations that, in the long term, contribute to the sustainable development of tourism under conditions of limited resources, marked market seasonality, and the ever-increasing influence of digital technologies on tourist flow dynamics.

Research Methodology. Identifying the specific features of implementing marketing strategies in Mediterranean tourist destinations requires the use of a comprehensive research toolkit that combines quantitative and qualitative approaches. This involves the integration of economic-mathematical, statistical, and comparative-analytical methods, which together allow for a comprehensive assessment of competitive advantages and the identification of weaknesses and positive achievements of key countries and regions. Such a methodological synthesis not only deepens the scientific understanding of the issue but also lays the groundwork for formulating strategies for the development of tourist destinations on a global scale. The methodological research toolkit includes:

1. General scientific methods. Analysis and synthesis – these are used to break down the marketing strategies of tourist destinations into individual components (service quality, transportation accessibility, cultural appeal, economic conditions, etc.) and then integrate them into a comprehensive assessment. This approach allows for identifying both the strengths and

weaknesses of destinations, as well as determining key areas for enhancing their appeal. Induction and deduction – on the one hand (inductively), allow for drawing generalized conclusions about the marketing strategies of individual countries based on a large array of statistical and empirical data, and on the other hand (deductively) to test these conclusions using specific examples, comparing individual market segments and the characteristics of tourism development in various regions of the Mediterranean. A systematic approach involves viewing a tourist destination as a multi-component system in which natural and climatic resources, infrastructure, institutional conditions, marketing strategies, and socio-cultural factors interact. This approach reveals not only individual elements of success but also the logic of their interaction, forming a comprehensive picture of competitive advantages.

2. Empirical methods. This group includes tools that enable the direct collection and synthesis of factual information regarding the development of tourist destinations and their marketing strategies. Collection and analysis of statistical data – utilizing databases from international organizations (UNWTO, WTTC, Eurostat, World Bank, WGI), as well as official reports from national tourism agencies. This allows for tracking the dynamics of tourist flows, tourism revenues, investment attractiveness, the level of institutional development, and other indicators that form a comprehensive picture of a country's or region's position in the global tourism market. Content analysis of marketing strategies, brand communications, and destination positioning. It involves a systematic study of informational materials (official websites, tourism portals, advertising campaigns, social media) to identify key priorities in destination promotion, highlight differences in strategic approaches, and assess their effectiveness.
3. Quantitative methods, such as factor analysis, are used to identify hidden structures within a dataset, allowing for the identification of key groups of factors that most significantly influence competitiveness. This method helps reduce the number of variables and construct a more generalized model. Multi-criteria evaluation – involves comparing tourist destinations based on a set of indicators, allowing for the creation of a ranking or classification. Using this approach ensures a comprehensive study, as it takes into account not only economic but also social, environmental, and cultural parameters.
4. Comparative-analytical methods. Benchmarking involves the systematic comparison of leading Mediterranean destinations, enabling the identification of specific practices and innovations that can be adapted to the regional context. Comparative-historical analysis – makes it possible to track the dynamics of changes in the competitive positions of destinations over the long term and identify strategies that have proven their effectiveness under various economic and political conditions.

The proposed methodological framework for the study should combine comparative-analytical and statistical methods, which will enable a well-founded assessment of the characteristics of marketing strategy implementation in Mediterranean tourist destinations.

Research findings. The marketing strategies of Mediterranean tourist destinations have a number of specific characteristics stemming from both natural-geographical and socio-economic factors. Foremost, it is important to note that most countries in the region actively employ the concept of destination branding [12]. A tourism brand is built around the unique characteristics of each destination: history, culture, gastronomy, natural resources, and lifestyle. Building such a brand is a complex and lengthy process that involves researching target audiences, identifying key competitive advantages, and creating a cohesive narrative that evokes positive associations among potential tourists. Destination branding involves not only the development of logos and slogans but also a comprehensive communication strategy that encompasses all points of contact with tourists. An important aspect is the consistency of communications across various channels, which contributes to the formation of a recognizable destination image [7].

Modern marketing strategies in the Mediterranean tourism sector are increasingly focused not only on informing potential travelers but also on fostering a deep emotional connection with them. Tourists no longer choose a destination solely based on price or popularity – impressions, atmosphere, and a personal sense of connection to the place play a significant role. That is why creating a unique experience before the trip has become a key priority. To achieve this, various communication tools are actively utilized [11]:

- storytelling involves conveying information through stories that evoke emotions and allow tourists to imagine themselves as part of the events. These can include local legends, stories of local residents, or personalized itineraries that foster a deeper immersion in the culture and atmosphere of the destination.
- video content is one of the most effective ways to bring a travel experience to life. High-quality videos convey not only the appearance of a location but also its atmosphere, energy, and uniqueness. Short clips, vlogs, 360° tours, or live streams create a sense of presence and significantly boost audience engagement.
- social media platforms are tools for direct interaction with tourists. They allow you not only to share content but also to receive feedback, build trust, and foster communities around a brand or tourist destination. User-generated content plays a key role here, as it is perceived as more authentic and inspires greater trust.

Together, these tools help create a cohesive emotional image of the destination that motivates tourists not only to visit the place but also to have a unique experience that will stay with them for a long time.

Digital marketing plays a crucial role in promoting tourist destinations. Today's travelers actively use the Internet [13] to plan trips, book accommodations, and search for information about attractions. The development of destinations' digital image has significantly intensified due to travel restrictions

during the COVID-19 pandemic and has become an integral part of marketing strategies in the post-crisis period [18; 19]. In this regard, Mediterranean countries are investing significant resources in the development of official tourism portals, social media, online advertising, and collaboration with bloggers and influencers. Social platforms are now one of the most effective tools for promoting tourist destinations, as they shape potential travelers' perceptions of a place even before an actual visit. Thanks to digital content, users can "experience" a trip virtually, which significantly influences the decision to travel. Among the most popular platforms used in tourism marketing, the following are worth highlighting [15]:

1. Instagram and TikTok are key platforms for sharing visual content. Short videos, Stories, Reels, and eye-catching photos allow you to quickly capture your audience's attention, create an emotional connection with the destination, and spark an interest in travel. The trendiness of the content and its viral potential play a particularly important role here.
2. YouTube is a platform that offers a more immersive travel experience. Video tours, travel vlogs, and reviews of itineraries and cultural highlights allow potential travelers to get a detailed sense of a destination, its atmosphere, and its infrastructure.
3. Facebook is an effective tool for running informational campaigns, sharing news, organizing events, and communicating with various target audiences. It makes extensive use of themed pages, groups, and targeted advertising.

Content marketing is currently one of the most effective tools for digital promotion, especially in the tourism and hospitality sectors. Its power lies not only in conveying information, but also in creating an emotional experience capable of inspiring potential travelers to take specific action. High-quality photos, dynamic videos, interactive virtual tours, and authentic traveler stories form a deep emotional connection with the audience, helping them imagine themselves in a new place even before the actual trip. Visual content plays a special role in this process, as it is the fastest way to capture users' attention in the digital environment. Thanks to social media and video-sharing platforms, brands can showcase a location's atmosphere, unique cultural features, and local traditions, creating a holistic image of the destination. This allows them not only to inform but also to evoke emotions – enthusiasm, curiosity, and a desire to explore something new.

Today, vlogs and original content from travel bloggers are particularly popular. They showcase authentic travel experiences without excessive staging, which significantly boosts trust in the information. Audiences tend to trust genuine reviews and personal impressions more than traditional advertising. In addition, such content often includes practical tips, life hacks, and recommendations, making it even more valuable to potential travelers. As a result, an effectively structured content strategy not only increases brand or destination awareness but also builds a loyal community that engages with the content, shares it, and becomes its natural promoter. That transforms content marketing into a powerful marketing tool for long-term impact and sustainable development in the digital environment.

One of the key features of modern marketing strategies in the tourism industry is the in-depth and multi-level segmen-

tation of the tourism market. Countries in the Mediterranean region actively employ this approach, targeting various categories of travelers: from families with children seeking comfort and safety to young people interested in active recreation and nightlife. At the same time, significant attention is paid to cultural and educational tourism, which includes visits to historical sites, museums, and festivals; gastronomic tourism with an emphasis on local cuisine and traditions; cruise tourism, which provides a comprehensive travel experience, as well as the luxury segment, focused on personalized service and a high level of comfort [14]. This differentiated approach allows not only for more accurately identifying the needs of target audiences but also for creating unique value propositions for each segment. For example, for family tourism, packages are created including children's entertainment, safe beaches, and infrastructure for children, while for the youth segment, the focus is on festivals, club culture, extreme sports, and the availability of budget accommodation. In the luxury tourism sector, the key factors are personalized services, exclusive itineraries, and privacy.

Separate marketing strategies are developed for each segment [6], taking into account not only consumers' economic capabilities but also their behavioral patterns, motivations, and lifestyles. This involves adapting advertising messages, selecting appropriate promotional channels, and creating relevant content. Segmentation also facilitates a more efficient allocation of the marketing budget, as resources are directed toward the most promising audiences. The right choice of communication channels is of particularly important. The youth audience actively engages with brands through social media, video platforms, and interactive content, including blogs, live streams, and virtual tours. In contrast, older travelers tend to trust traditional sources of information, such as travel agencies, print publications, or recommendations from acquaintances. At the same time, there is a trend toward digitalization even among older age groups, which opens up new opportunities for omnichannel marketing. In this context, the use of modern analytical tools and data processing technologies is extremely important. By collecting and analyzing information about user behavior, preferences, booking history, and reviews, travel companies can forecast demand, optimize their offerings, and create personalized experiences for each customer. Therefore, market segmentation serves not only as a classification tool but also as the foundation for the strategic development of the travel industry in an increasingly competitive environment.

Another distinctive feature is the pronounced seasonality of tourism, which significantly affects not only demand but also the development and implementation of marketing strategies in the industry. The main tourist flow traditionally occurs during the summer, when favorable weather conditions encourage mass travel. This, in turn, places a significant strain on transportation, hotel, and recreational infrastructure, and leads to overcrowding at popular tourist destinations. At the same time, a decline in activity is observed during other periods of the year, leading to underutilization of resources and an uneven distribution of income in the tourism sector. In this regard, many countries in the region are increasingly implementing and promoting the concept of year-round tourism as a strategic direction for development [2]. Particular attention is being paid to the diversification of tourism products, which helps reduce

dependence on seasonal fluctuations. In particular, the development of cultural tourism (museums, festivals, historical sites), event tourism (concerts, exhibitions, sporting events), medical and wellness tourism (health resorts, rehabilitation centers), as well as business tourism (conferences, forums, business meetings) helps attract tourists during the off-season.

The marketing strategies of Mediterranean tourist destinations (see Table 1) show a clear trend toward combining mass appeal with a differentiated offering. Most countries use a basic model (beach vacations or cultural tourism), but at the same time actively incorporate unique positioning elements – gastronomy, sustainability, historical heritage, or luxury.

Table 1

Key marketing strategies for Mediterranean tourist destinations

Destination	Key strategy	Essential tools	Target audience	Positioning features
Spain	Mass tourism + diversification	Digital marketing, regional branding, event tourism	Families, youth, pensioners	Combining beach holidays with culture and gastronomy
Italy	Cultural and premium tourism	Storytelling, heritage marketing, Instagram content	Affluent tourists, couples	Emphasis on history, art and lifestyle
Greece	Branding of islands	Influencer marketing, video content, OTA platforms	Couples, newlyweds, luxury segment	Romance, nature, authenticity
Turkey	All-inclusive + price competitiveness	Mass advertising, tour operators, package tours	Families, budget tourists	Affordable comfort and comprehensive service
France (Cote d'Azur)	Luxury and event tourism	PR, events, film festivals	VIP, business audience	Luxury, prestige, exclusivity
Croatia	Ecotourism + sustainable development	Digital campaigns, partnerships with the EU	Youth, eco-tourists	Clean nature, national parks
Egypt	Mass beach tourism + history	Discounts, tour operators, advertising	Budget tourists, history lovers	A combination of the sea and ancient monuments
Malta	Niche tourism (linguistic, cultural)	Educational marketing, online platforms	Students, youth	English-speaking environment + history
Cyprus	Seasonal expansion	Digital marketing, special offers	European tourists	Year-round recreation
Morocco	Exotic destinations + cultural tourism	Visual content, storytelling	Authentic seekers	Eastern culture, markets, deserts

Source: compiled by the author based on: [17; 20–22]

An important common feature is the active use of digital tools [9]: digital marketing, social media, video content, and influencer marketing have become key channels for communicating with the audience. This reflects the global shift of tourism marketing toward the online environment. A key factor for success is strong positioning: each destination clearly establishes an association in the tourist's mind ("luxury," "romance," "affordable comfort," or "exoticism"), which allows it to stand out in a highly competitive environment. In other words, an effective marketing strategy in the tourism sector is based on three pillars: clear differentiation, a digital presence, and precise targeting of the audience.

In the context of implementing marketing strategies for Mediterranean tourist destinations, the concept of sustainable tourism is becoming increasingly important. It is viewed not only as a tool for economic growth but also as a key element in positioning these regions, aimed at preserving the region's natural and cultural heritage. For many popular Mediterranean destinations, the problem of excessive tourist pressure is becoming critical, as it leads to environmental degradation, resource depletion, and disruption of the balance of local ecosystems, which negatively impacts tourism appeal in the long term [1]. In this regard, marketing strategies are increasingly integrating the principles of responsible tourism. These strate-

gies involve not only regulating tourist flows in overcrowded locations but also actively promoting alternative, lesser-known destinations to diversify demand geographically. Significant attention is paid to shaping the image of "green" destinations through the development of eco-friendly infrastructure, including sustainable transportation, energy-efficient solutions, and waste management systems. Such initiatives are becoming key elements of regional branding and enhancing their competitiveness in the international tourism market.

At the same time, effective marketing approaches focus on supporting the local economy, traditions, and authentic cultural environment. Promoting local products, crafts, and cuisine not only enriches the tourist experience but also creates added value for the region. Communication campaigns are increasingly focused on fostering responsible behavior among tourists, promoting eco-friendly forms of tourism such as agritourism, ecotourism, and ethnotourism, as well as encouraging mindful consumption of resources while traveling. Modern marketing strategies in Mediterranean destinations are shifting toward sustainability, combining economic goals with environmental and social priorities. This contributes to the region's long-term appeal, strengthens its brand, and ensures the balanced development of the tourism industry [4] (see Table 2).

Table 2

Marketing companies and agencies in the tourism and travel sector in the Mediterranean region

Name of agency/ company	Location (country)	Specialization/Main services	Brief description
IQUEEM Digital Marketing Agency	Antalya /Turkey	Digital marketing, performance, strategic consulting for tourism	Specialized tourism-oriented agency with Google Premier Partner status; management of digital campaigns for resorts and hotels; performance marketing in the Mediterranean region
Stramasa – Tourism Marketing Agency	International (offices Europe, Turkey, Middle East)	Tourism, hotel marketing, communications, SEO, digital strategy	A full range of marketing services for travel and hospitality brands, including PR, SEO, content marketing, media advertising, and more
Tourism Marketing Concepts (TMC)	Barcelona /Spain & Amsterdam /Netherlands	Travel PR, tourism branding, destination marketing	Specializes in PR and communications for destinations, hotel brands, airlines, and the travel industry in Spain and Europe
Tour Marketing Services	Marrakech/Morocco	Digital tourism marketing, sustainable marketing strategies	A full range of digital marketing services for DMOs, hotels, tour operators with a focus on responsible tourism
Globe One Digital	Athens /Greece	Digital marketing, SEO/SEM, performance travel marketing	A Greek agency with over 25 years of experience, specializing in online marketing for the tourism, hospitality, and travel industries.
Eastline Digital (formerly Eastline Marketing)	Beirut/Lebanon (MENA region)	Digital Marketing, SEO, SMM, PSM	One of the oldest digital marketing agencies in the Middle East with a wide range of online services

Source: compiled by the author based on: [17; 20–22]

Equally important for the development of Mediterranean tourism is the strengthening of partnerships between the public and private sectors, as only through joint coordination can sustainable and competitive tourism offerings be created. Effective marketing strategies [3] in the region require close collaboration between tourism organizations, the hotel and restaurant industry, maritime and air carriers, travel agencies, and local authorities. Such partnerships facilitate the development of comprehensive tourism products that combine accommodation, transportation, tours of historic cities, beach and cultural programs, making Mediterranean destinations attractive to various categories of travelers. Joint advertising campaigns, participation in international tourism exhibitions, festivals, and digital platforms increase the Mediterranean region's visibility and help shape its positive image on the global stage. At the same time, such initiatives stimulate the exchange of experience and the adoption of modern technologies and innovative solutions in the tourism sector, which improves service quality and tourist satisfaction.

Innovation and technology [5] are playing an increasingly important role in the development of marketing strategies for Mediterranean tourism. The use of artificial intelligence, big data analytics, and personalized offers allows tour operators to better understand travelers' behavior, predict their preferences, and create tailored experiences. For example, data analysis systems can identify the most popular routes along the coasts of Italy, Spain, or Greece [9], offering tourists tailored packages that take their interests into account, ranging from culinary tours to outdoor adventure activities. Mobile apps, electronic guides, online booking systems, and digital maps significantly simplify the travel process in the Mediterranean region. Tour-

ists can plan their itineraries taking into account ferry schedules, ticket availability for museums, and cultural events.

Virtual and augmented reality open up new opportunities for promoting Mediterranean destinations. Virtual tours of Athens' ancient landmarks [10], the palaces of Seville, or the picturesque streets of Amalfi allow potential tourists to explore these sites before their trip, increasing the likelihood that they will choose a specific itinerary. Augmented reality in museums, historic centers, and on beaches makes visits more interactive, allowing visitors, for example, to "bring to life" historical scenes or learn more about local flora and fauna via a smartphone. Thanks to these technologies, Mediterranean tour operators are able not only to improve service but also to increase customer loyalty, attract new audiences, and position the region more effectively in the global tourism market. Innovation is becoming a key factor in combining cultural heritage, natural beauty, and modern technology to create an unforgettable travel experience.

Discussion. The challenge of studying the marketing strategies of Mediterranean tourist destinations lies in the fact that the subject of study is a complex, multi-component tourism product that is created, promoted, and regulated by a large number of independent private and public entities. Thus, when identifying the characteristics of the implementation of tourism marketing strategies for individual countries and regions of the Mediterranean, it is necessary to analyze not a specific company, but the ecosystem of activities of interconnected players, taking into account key factors.

Firstly, the process of implementing a marketing strategy is complex and uncoordinated. It is shaped not only by destination management bodies (government agencies or non-

governmental organizations), but also by thousands of diverse businesses that are not required to align their own strategies with official ones. For this reason, during the analysis, it is impossible to rely solely on official government programs; instead, one must take into account the actual situation that has developed in the tourism market.

Secondly, analyzing tourists' perceptions of a destination's tourism product faces a number of challenges, including the subjectivity of experience, the fragmentation of information sources, and the lack of statistical data. The most promising approaches to addressing this issue involve analyzing consumer behavior on specialized tourism portals – including comprehensive analysis of reviews, trends in demand shifts, heat maps of consumer behavior on travel guide websites, and so on. Similar algorithms are already used in demand forecasting programs for travel agencies and hotels, but they require significant adaptation to analyze the effectiveness of comprehensive destination marketing strategies.

Thirdly, due to the lengthy decision-making process and the tourist's interaction with various information sources, it is impossible to determine exactly which tool helped attract the tourist to the region or to assess the financial impact. Modern destination marketing is increasingly shifting toward the digital space: travel portals, vlogs, guidebooks, and social media posts. Working with these channels requires the collection and integration of Big Data, which involves not only technological aspects (availability of software and the ability to use it) but also legal considerations – only large corporations (Meta, Google, owners of travel portals, and others) have access to the necessary volume of information, making it inaccessible to a wide range of researchers.

Finally, the specific challenges of assessing the competitiveness and opportunities for comparative analysis of tourist destinations that compete simultaneously at both the local and international levels. In addition to the unevenness of destinations, it should be noted that the completeness of statistical data and the extent of the shadow economy in the tourism sector vary significantly across Mediterranean countries and regions. Accordingly, a comprehensive comparison of tourism destinations' marketing strategies is possible only through the use of multiplicative analysis methods, which allow for the examination of the overall effectiveness of marketing strategies in a holistic manner [8].

Conclusions. Thus, the marketing strategies of Mediterranean tourist destinations are characterized by a high degree of complexity, multi-layeredness, and dynamism. They successfully integrate traditional promotional methods with innovative digital marketing tools, while taking into account the needs of various segments of the tourism market – from mass-market to premium. Particular attention is paid to the principles of sustainable development, which allows for combining economic efficiency with social and environmental responsibility.

Looking ahead, we can expect digital technologies to play an increasingly significant role in shaping the travel experience, advancing the personalization of services, and developing interactive platforms for engaging with travelers. The importance of environmental and social responsibility will grow, leading to the active adoption of "green" practices, smart solutions for resource management, and cutting-edge technologies such as artificial intelligence, virtual reality, and big data analytics.

The future success of Mediterranean tourist destinations will depend on their ability to continuously improve their marketing strategies, demonstrate flexibility in management decision-making, and adapt quickly to changes in the global tourism environment. Only those destinations that combine innovation, a focus on tourist needs, and a responsible approach to the environment will be able to maintain their competitive positions and ensure sustainable development in the long term.

BIBLIOGRAPHY

1. Гарбар Ж. В., Гонтарук Я. В. Маркетингові інновації в індустрії гостинності України. *Індустрія туризму і гостинності в Центральній та Східній Європі*. 2022. № 5. С. 36–44. DOI: <https://doi.org/10.36477/tourismhospsee-5-5>
2. Корюгін А. В., Матвеев М. Е., Брик С. Д. Маркетингові інструменти туристичної індустрії: досвід ЄС. *Інвестиції: практика та досвід*. 2022. № 2. С. 88–94. DOI: [10.32702/2306-6814.2022.2.88](https://doi.org/10.32702/2306-6814.2022.2.88)
3. Марусей Т. В. Сучасні маркетингові інструменти туристичної індустрії. *Ефективна економіка*. 2022. № 8. DOI: <https://doi.org/10.32702/2307-2105.2022.8.29>
4. Матюх С., Каткова Т. Особливості маркетингового управління в туристичному бізнесі. *Development Service Industry Management*. 2023. № 2. С. 48–52. DOI: [https://doi.org/10.31891/dsim-2023-2\(6\)](https://doi.org/10.31891/dsim-2023-2(6))
5. Мендела І. Я., Мендела Є. М. Маркетингові інновації в готельному бізнесі. *Індустрія туризму і гостинності в Центральній та Східній Європі*. 2022. № 4. С. 21–25. DOI: <https://doi.org/10.36477/tourismhospsee-4-3>
6. Миронов Ю. Б., Свидрук І. І., Топорницька М. Я. Стратегічне маркетингове планування в туризмі. *Науковий вісник НЛТУ України*. 2020. Т. 30. № 1. С. 94–97. DOI: <https://doi.org/10.36930/40300116>
7. Рибчук А. В., Тимошук О. О. Методологічні імперативи дослідження середземноморського ринку туристичних послуг. *Бізнес Інформ*. 2025. № 3. С. 367–373. DOI: <https://doi.org/10.32983/2222-4459-2025-3-367-373>
8. Тимошук О. О. Мультиплікативний аналіз конкурентних позицій середземноморських дестинацій. *Національні інтереси України*. 2026. № 2(19). С. 1301–1313. DOI: [https://doi.org/10.52058/3041-1793-2026-2\(19\)-1301-1313](https://doi.org/10.52058/3041-1793-2026-2(19)-1301-1313)
9. Argyropoulou M., Folinas D., Tzavara D., Grose C., Charisis C. Exploring the digital marketing practices in the Greek retail sector. *CES Working Papers*. 2021. Vol. 13. Iss. 3. P. 319–328. URL: <https://www.econstor.eu/bitstream/10419/286661/1/1788459458.pdf>
10. Deffner A., Karachalis N., Psatha E., Metaxas T., Syrakoulis K. City Marketing and Planning in Two Greek Cities: Plurality or Constraints? *European Planning Studies*. 2020. Vol. 28. No. 7. P. 1333–1354. DOI: <https://doi.org/10.1080/09654313.2019.1701291>
11. Giglio S., Bertacchini F., Bilotta E., Pantano P. Using social media to identify tourism attractiveness in six Italian cities. *Tourism Management*. 2019. № 72. P. 306–312. DOI: <https://doi.org/10.1016/j.tourman.2018.12.007>
12. Papatheochari T., Koutsopoulou A., Moloni R., Nivias S. From an Integrated Tourism Model to a Place Branding Strategy. *Perspectives of Mediterranean Tourism Experts. Springer Proceedings in Business and Economics*. 2024. P. 995–1004. URL: https://ideas.repec.org/h/spr/prbchp/978-3-031-51038-0_107.html
13. Tavakoli R., Wijesinghe S. The evolution of the web and netnography in tourism: A systematic review. *Tourism Management Perspectives*. 2019. № 29. P. 48–55. DOI: [10.1016/j.tmp.2018.10.008](https://doi.org/10.1016/j.tmp.2018.10.008)

14. Tomljenović R., Marušić Z., Gjurašić M. Digital nomads in the Mediterranean. *Tourism in Southern and Eastern Europe*. 2023. Vol. 7. P. 425–439. DOI: <https://doi.org/10.20867/tosee.07.28>
15. Tourism Satellite Accounts in Europe – 2026 edition. *Statistical Reports*. 2026. URL: <https://ec.europa.eu/eurostat/web/products-statistical-reports/w/ks-01-26-018>
16. Vyas C. Evaluating state tourism websites using Search Engine Optimization tools. *Tourism Management*. 2019. Vol. 73. P. 64–70. DOI: [10.1016/j.tourman.2019.01.019](https://doi.org/10.1016/j.tourman.2019.01.019)
17. UNWTO. World Tourism Barometer 2026. UNWTO, Madrid, Spain. DOI: <https://doi.org/10.18111/wtobarometereng>
18. Wahyuningsih W., Suparman S., Syamsul B., Muza-kir M. The Marketing Strategy for Tourism Industry Post Covid-19 Pandemic. *Advances in Social Science, Education and Humanities Research*. 2022. Vol. 674. P. 1–4. DOI: <https://doi.org/10.2991/assehr.k.220707.001>
19. Wassler P., Fan D. A tale of four futures: tourism, academia, and Covid-19. *Tourism Management Perspectives*. 2021. P. 1–30. DOI: <https://doi.org/10.2991/assehr.k.220707.001>
20. World Economic Forum. Travel & Tourism Development Index 2024. WEF, Geneva, Switzerland. URL: <https://www.weforum.org/publications/travel-tourism-development-index-2024/>
21. WTTC. Travel & Tourism Economic Impact 2024. WTTC, London, UK. URL: <https://www.reportlinker.com/market-report/Travel-And-Tourism/6217/Travel-And-Tourism>
22. Yearbook of Tourism Statistics, Data 2017–2021, 2023 Edition. URL: <https://www.untourism.int/global/publication/yearbook-tourism-statistics-data-2017-2021-2023-edition>

Додаткові матеріали: Не передбачені.

Конфлікт інтересів: Автор заявляє про відсутність конфлікту інтересів.

Внесок автора (CRediT):

Тимошук О. О.: Концепція, опрацювання даних, формальний аналіз, методологія, проведення дослідження, написання – первинний варіант.

Джерела фінансування: Дослідження не отримувало зовнішнього фінансування.

Вдячності: Не передбачені.

Використання ШІ: При підготовці роботи автор використовував онлайн-платформу на основі штучного інтелекту «Grammarly» (<https://app.grammarly.com/>) з метою [мовне редагування та перевірка граматики]. Автор перевірів та відредагував отриманий результат і несе повну відповідальність за зміст публікації.

Заява про оригінальність: Наданий матеріал раніше не публікувався та в інші видання не надсилався.

Supplementary Materials: Not applicable.

Conflict of interest: The author declares that there is no conflict of interest.

Author contributions (CRediT):

Tymoshchuk O. O.: Conceptualization, data curation, formal analysis, methodology, investigation, writing – original draft.

Funding: This research received no external funding.

Acknowledgments: Not applicable.

Originality statement: The submitted material has not been previously published and has not been submitted to any other journal.

AI use statement: In preparing the paper, the author used the AI-based online platform «Grammarly» (<https://app.grammarly.com/>) for [language editing and grammar checking]. The author reviewed and edited the resulting text and assumes full responsibility for the content of this publication.

REFERENCES

- rgyropoulou M., Folinas D., Tzavara D., Grose C. & Charisis C. (2021). Exploring the digital marketing practices in the Greek retail sector. *CES Working Papers*, 3(13), 319–328. <https://www.econstor.eu/bitstream/10419/286661/1/1788459458.pdf>
- Deffner A., Karachalis N., Psatha E., Metaxas T. & Syrakoulis K. (2020). City Marketing and Planning in Two Greek Cities: Plurality or Constraints?. *European Planning Studies*, 7(28), 1333–1354. <https://doi.org/10.1080/09654313.2019.1701291>
- Giglio S., Bertacchini F., Bilotta E. & Pantano P. (2019). Using social media to identify tourism attractiveness in six Italian cities. *Tourism Management*, 72, 306–312. <https://doi.org/10.1016/j.tourman.2018.12.007>
- Harbar Zh. V. & Hontaruk Ya. V. (2022). Marketynhovi innovatsii v industrii hostynnosti Ukrainy [Marketing innovations in the hospitality industry of Ukraine]. *Industriia turizmu i hostynnosti v Tsentralnii ta Skhidnii Yevropi*, 5, 36–44. <https://doi.org/10.36477/tourismhospcee-5-5>
- Koriuhin A. V., Matveiev M. E. & Bryk S. D. (2022). Marketynhovi instrumenty turystychnoi industrii: dosvid YeS [Marketing tools of the tourism industry: EU experience]. *Investytsii: praktyka ta dosvid*, 2, 88–94. <https://doi.org/10.32702/2306-6814.2022.2.88>
- Marusei T. V. (2022). Suchasni marketynhovi instrumenty turystychnoi industrii [Modern marketing tools of the tourism industry]. *Efektivna ekonomika*, 8. <https://doi.org/10.32702/2307-2105.2022.8.29>
- Matiukh S. & Katkova T. (2023). Osoblyvosti marketynhovo upravlinnia v turystychnomu biznesi [Peculiarities of marketing management in tourism business]. *Development Service Industry Management*, 2, 48–52. [https://doi.org/10.31891/dsim-2023-2\(6\)](https://doi.org/10.31891/dsim-2023-2(6))
- Mendela I. Ya. & Mendela Ye. M. (2022). Marketynhovi innovatsii v hotelnomu biznesi [Marketing innovations in the hotel business]. *Industriia turizmu i hostynnosti v Tsentralnii ta Skhidnii Yevropi*, 4, 21–25. <https://doi.org/10.36477/tourismhospcee-4-3>
- Myronov Yu. B., Svydruk I. I. & Topornytska M. Ya. (2020). Stratehichne marketynhove planuvannia v turizmi [Strategic marketing planning in tourism]. *Naukovy visnyk NLTU Ukrainy*, 1(30), 94–97. <https://doi.org/10.36930/40300116>
- Papathoechari T., Koutsopoulou A., Moloni R. & Nivias S. (2024). From an Integrated Tourism Model to a Place Branding Strategy. Perspectives of Mediterranean Tourism Experts. *Springer Proceedings in Business and Economics* (pp. 995–1004). https://ideas.repec.org/h/spr/prbchp/978-3-031-51038-0_107.html
- Rybachuk A. V. & Tymoshchuk O. O. (2025). Metodolohichni imperatyvy doslidzhennia seredzemnomorskoho rynku turystychnykh posluh [Methodological imperatives for studying the Mediterranean market of tourist services]. *Biznes Inform*, 3, 367–373. <https://doi.org/10.32983/2222-4459-2025-3-367-373>
- Statistical Reports. (2026). Tourism Satellite Accounts in Europe – 2026 edition. <https://ec.europa.eu/eurostat/web/products-statistical-reports/w/ks-01-26-018>
- Tavakoli R. & Wijesinghe S. (2019). The evolution of the web and netnography in tourism: A systematic review. *Tourism Management Perspectives*, 29, 48–55. <https://doi.org/10.1016/j.tourman.2018.10.008>
- Tomljenović R., Marušić Z. & Gjurašić M. (2023). Digital nomads in the Mediterranean. *Tourism in Southern and Eastern Europe*, 7, 425–439. <https://doi.org/10.20867/tosee.07.28>
- Tymoshchuk O. O. (2026). Multyplikatyvnyi analiz konkurentnykh pozytsii seredzemnomorskykh destynatsii [Multiplicative analysis of competitive positions of Mediterranean destina-

tions]. *Natsionalni interesi Ukrainy*, 2(19), 1301–1313. [https://doi.org/10.52058/3041-1793-2026-2\(19\)-1301-1313](https://doi.org/10.52058/3041-1793-2026-2(19)-1301-1313)

untourism.int. (2023). Yearbook of Tourism Statistics, Data 2017–2021, 2023 Edition. <https://www.untourism.int/global/publication/yearbook-tourism-statistics-data-2017-2021-2023-edition>

UNWTO (2026). *World Tourism Barometer 2026*. UNWTO, Madrid, Spain. <https://doi.org/10.18111/wtobarometereng>

Vyas C. (2019). Evaluating state tourism websites using Search Engine Optimization tools. *Tourism Management*, 73, 64–70. <https://doi.org/10.1016/j.tourman.2019.01.019>

Wahyuningsih W., Suparman S., Syamsul B. & Muzakir M. (2022). The Marketing Strategy for Tourism Industry Post Covid-19 Pandemic. *Advances in Social Science, Education and Humanities Research* (pp. 1–4). <https://doi.org/10.2991/assehr.k.220707.001>

Wassler P. & Fan D. (2021). A tale of four futures: tourism, academia, and Covid-19. *Tourism Management Perspectives*, 1–30. <https://doi.org/10.2991/assehr.k.220707.001>

World Economic Forum (2024). *Travel & Tourism Development Index 2024*. WEF, Geneva, Switzerland. <https://www.weforum.org/publications/travel-tourism-development-index-2024/>

WTTC (2024). *Travel & Tourism Economic Impact 2024*. WTTC, London, UK. <https://www.reportlinker.com/market-report/Travel-And-Tourism/6217/Travel-And-Tourism>

Стаття надійшла до редакції 08.06.2026 р.

Статтю прийнято до публікації 19.06.2026 р.

Оприлюднено 11.08.2026 р.

■