

# 3 Rebuilding Trust and Transparency in Tourism Marketing

## After reading this chapter, you should be able to:

- Critically evaluate the evolving paradigms of tourism marketing, particularly the shift from traditional promotional strategies to resilient, value-driven frameworks.
- Analyse consumer behaviour trends and explain how demands for authenticity, sustainability, and personalisation influence tourism marketing strategies.
- Demonstrate an understanding of transparent communication principles and how they contribute to trust-building within tourism destinations.
- Assess the role of digital transformation in enabling adaptive, personalised, and resilient destination marketing.
- Apply theoretical insights to real-world scenarios by examining the strategic use of social media and stakeholder collaboration in promoting tourism recovery and long-term growth.

## Introduction

This chapter explores the evolving landscape of tourism marketing through the lens of resilience, trust, and transparency. It begins by examining how marketing strategies must adapt to dynamic global conditions, shifting consumer values, and rising expectations for authenticity and ethical engagement. It highlights a paradigm shift from product-centric promotion to value-driven, co-created, and emotionally resonant storytelling. The chapter then examines the importance of transparent communication as a foundation for trust in tourism, especially amidst uncertainty and risk. It considers how marketing must be responsive,