

## Optimizing Marketing Strategies for Enhanced Sales Performance in the Travel and Tourism Sector

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### ABSTRACT

This study explores key influencing factors affecting marketing sales performance for the travel and tourism industry. Research has shown that the travel and tourism industries have become one of the important sectors. Due to uncertainties in today's highly competitive global economy, these industries have struggled to survive and sustain growth during the pandemic. Hence, it is justifiable to make further research on how to develop these industries. It is interesting to investigate factors that can enhance marketing sales performance for these industries. The literature review shows that sloganization, dynamic pricing and personal selling are three important key influencing factors. A conceptual model was proposed. Conclusion and limitations of this study are discussed in this study.

**Keywords:** Dynamic Pricing; Marketing Sales Performance; Personal Selling; Sloganization; Tourism

## **INTRODUCTION**

Year by year, the travel and tourism sectors witness a steady surge in growth, spanning across both domestic and international domains. Particularly noteworthy is the substantial societal transition observed post-pandemic, with leisure activities extending into the realm of travel. Across the globe, an array of destinations beckon travelers with their distinct allure. For instance, the sun-kissed beaches of Southern France, the expansive national parks dotting the landscape of the United States, and the vibrant metropolis of Shanghai stand out as favored destinations on the global travel map. Closer to home, Malaysia boasts a rich tapestry of attractions, including the bustling capital city of Kuala Lumpur, the awe-inspiring Batu Caves, the historic city of Melaka, and the picturesque island of Penang.

The travel and tourism industries continue to undergo rapid expansion, fuelled by a burgeoning interest in both domestic and international travel experiences. Following the disruptions wrought by the pandemic, there has been a notable shift in societal preferences, with leisure pursuits increasingly intertwined with travel aspirations. Against this backdrop, the world emerges as a treasure trove of captivating destinations, each offering its own unique charm and appeal. From the sun-drenched shores of Southern France to the vast expanses of national parks in the United States, and the bustling urban landscapes of Shanghai, travelers are spoiled for choice when it comes to selecting their next adventure. Similarly, Malaysia's diverse landscape is replete with attractions that cater to varied interests, from the cosmopolitan allure of Kuala Lumpur to the cultural riches of Melaka and the natural splendor of Penang's pristine beaches.

In the wake of the pandemic, the travel and tourism sectors have experienced a resurgence, characterized by an increasing appetite for exploration and discovery. This newfound enthusiasm for travel is evident in the growing popularity of both domestic and international destinations. Across the globe, travelers are drawn to an array of captivating locales, each offering a unique blend of natural beauty, cultural heritage, and modern amenities. From the sun-soaked beaches of Southern France to the rugged wilderness of America's national parks and the vibrant streets of Shanghai, the world is teeming with opportunities for unforgettable experiences. Closer to home, Malaysia's diverse landscape beckons with its myriad attractions, from the bustling streets of Kuala Lumpur to the serene beauty of Batu Caves and the historic charm of Melaka. As travelers seek to rediscover the joy of exploration, the travel and tourism industries are poised to play a central role in shaping the post-pandemic landscape of leisure and recreation.

The travel and tourism industries are becoming increasingly vital to the local economy. Management has prioritized marketing efforts as companies strive to enhance sales. Marketing has evolved into an important function for businesses, aiming to expand market share and ultimately achieve profitability. Many large companies' marketing departments are solely focused on product development and promotion. According to Collins Dictionary's definition, marketing is described as 'the organization of the sale of a product, deciding on its price, the areas it should be supplied to, and how it should be advertised (Collins, 2021). This definition highlights the importance of advertising products in the right way and in the right places to encourage consumer purchases. Ganatra et al. (2021) have explored the marketing strategies of the travel and tourism industry, while Hashemi et al. (2023) have investigated the impact of destinations' food image and food neophobia on behavioral intentions in culinary tourist behavior, particularly in Malaysia. To deepen our understanding, this study will focus on tourism industries, looking into three factors—slogonization, dynamic pricing, and personal

selling—that may exert influence on marketing sales performance within the tourism sector.

The travel and tourism industries play an important role in contributing to wealth, employment, and social benefits (Kokkranikal & Morrison, 2002). They foster self-sufficiency in economic development (Kallmuenzer, 2018) and also enhance the competitiveness of the existing businesses in tourism destination areas (Jones & Haven, 2005). The sustainability and development of these industries are linked to sales performance, making the monitoring of sales crucial for ensuring profitability.

Effective sales performance is essential for industrial growth, as successful sales ensure profitability, while poor performance hinders expansion and results in productivity loss. Substantial losses can pose challenges in covering operational, marketing, and administrative costs, consequently impacting the overall performance of the industries. Currently, there is a noticeable gap in research on marketing sales performance within the travel and tourism sectors. While extant literature identifies numerous factors influencing sales performance, this study highlights sloganization, dynamic pricing, and personal selling as potential key influencers that may significantly impact the sales performance of the travel and tourism industries.

This study will contribute to a better understanding of the antecedents that influence marketing sales growth in the travel and tourism industries. This study highlights how marketing sales performance is influenced by sloganization, dynamic pricing and personal selling. Specifically, this study will contribute to the body of knowledge in the travel and tourism industry and gain a better understanding of which factors have the greatest influence on marketing sales performance. Practitioners in the travel and tourism industries can use the findings of this study to develop the factors and capabilities to boost marketing sales performance.

This study has significant value as it aims to enhance our comprehension of the factors that serve as precursors to marketing sales growth in the travel and tourism industries. The findings of this study will shed light on how these factors shape the marketing and sales success of the travel and tourism sectors. Specifically, this study will look at the roles of sloganization, dynamic pricing, and personal selling in influencing marketing sales performance. This study will enrich the existing body of knowledge within the travel and tourism industry, offering a deeper insight into the factors that exert the most significant impact on marketing sales performance. Furthermore, the practical implications of this study are noteworthy, as practitioners in the travel and tourism industries can leverage the insights gained to strategically develop and enhance the factors and capabilities that contribute to elevated marketing sales performance. This study serves as a valuable resource for industry professionals seeking to optimize their marketing strategies in the travel and tourism industry.

## **LITERATURE REVIEW**

### **The Conceptualization of Sales Performance**

Sales growth can be defined as the effectiveness of the sales team, both at an individual and collective level, in promoting and selling products or services and achieving sales targets. Walker et al. (1977) emphasize that salespeople's performance is influenced by factors within their control, such as their perception of their role and the specific activities they engage in to attain desired performance levels. Motivation and marketing skills are also identified as important factors that shape sales performance outcomes.

In the hospitality industry, particularly when promoting accommodations such as hotels or chalets, the marketing team frequently engages in partnerships with proficient multimedia companies to produce captivating videos that highlight destination sites. This collaborative endeavor exemplifies the intricate interplay between marketing strategies and the efforts of the sales team in influencing sales performance. Thus, gaining insight into the controllable factors, roles, and motivational dynamics assumes significance in comprehensively understanding and enhancing sales performance within the hospitality sector.

Within the realm of hospitality, the process of promoting accommodations like hotels and chalets often involves a strategic alliance between the marketing department and proficient multimedia companies. Together, they endeavor to craft visually compelling videos that not only showcase the amenities and attractions of the destination sites but also evoke the desired emotional responses from potential customers. This collaborative approach underscores the synergy between effective marketing strategies and the dedicated efforts of the sales team in driving sales performance within the hospitality sector. By harnessing the creative prowess of multimedia experts, the marketing team can leverage visually engaging content to capture the interest and imagination of target audiences, thereby bolstering sales and enhancing overall business success.

Moreover, recognizing and understanding the various factors that influence sales performance within the hospitality industry is paramount for optimizing outcomes and achieving sustained success. Beyond the tangible aspects of marketing initiatives and multimedia collaborations, it is crucial to delve into the controllable factors, roles, and motivational dynamics that shape the performance of sales teams. This entails a comprehensive examination of factors such as market trends, customer preferences, and competitive landscape, as well as the roles and responsibilities of sales personnel in driving revenue generation. Additionally, acknowledging the motivational aspects that drive sales professionals to excel in their roles is essential for fostering a conducive work environment and maximizing individual and team performance. By gaining clarity on these multifaceted dimensions, hospitality businesses can devise tailored strategies to enhance sales performance, capitalize on opportunities, and stay ahead in the competitive market landscape.

### **The Conceptualization of Slogonization, Dynamic Pricing, and Personal Selling**

Kohli and Suri (2002) assert that, alongside brand name and logo, slogans constitute a key element of brand identity, playing an important role in effective communication with customers. Slogans serve as essential components in shaping the identification and image of a brand or product (Abdi & Irandoust, 2013). Acting as "hooks" and "handles," slogans capture the essence of a brand and convey its unique qualities (Keller, 1998). Thus, within the context of marketing, slogans emerge as powerful tools that contribute significantly to brand differentiation and consumer perception.

In the case of MYDIN (MYDIN is a prominent retail chain in Malaysia), the impactful slogan "Why pay more?. Buy at wholesale prices" reveals the strengths of the company, contributing significantly to its business success (Hafiz et al., 2020). This powerful slogan aligns with the notion of effective slogonization in shaping brand identity and customer perception. It communicates MYDIN's commitment to providing a wide range of halal products at competitive prices, reinforcing the company's market positioning.

Similarly, with the F&N slogan of "Pure Enjoyment, Pure Goodness," the brand is committed to fulfilling consumers' health and wellness needs while offering enjoyment and excitement (Yee et al., 2020). It shows the significance of effective sloganization in conveying the brand's dedication to consumer well-being and enjoyment, aligning with the broader conceptualization of sloganization discussed in the literature.

As for dynamic pricing, pricing not only influences customer decisions but also reflects the perceived image of a product in the eyes of consumers. Dynamic pricing, a strategy widely employed in the travel and tourism industries, is characterized by its adaptability to market conditions. Also known as demand pricing, time-based pricing, or surge pricing, dynamic pricing allows companies to set flexible prices based on current market demand. Originally gaining popularity with the shift of industries to the Internet in the 1990s, dynamic pricing enables online retailers to swiftly adjust prices to boost sales and maximize profits in response to changing market conditions. Research suggests that pricing may significantly impact customers' purchase decisions (Pandey et al., 2021; Buruhanutheen et al., 2019).

Simon (2008) defines personal selling as a personalized form of communication and efforts wherein a salesperson presents the features and benefits of a product to a buyer, aiming to close a sale. This two-way communication fosters a direct and customized interaction, allowing salespeople to tailor messages and engage in negotiations with potential customers. The effectiveness of personal selling lies in its ability to provide more freedom in designing communication strategies, delivering personalized messages, and negotiating directly with customers. In the context of the travel and tourism industries, personal selling involves the communication of travel and tourism products to target customers, where the buying decision significantly influences the overall sales performance of the industry.

### ***Relationship Between Sloganization and Sales Performance***

Slogans, defined as "catchphrases or small groups of words that combine in a special way to identify a product or company" (Entrepreneur Media, 2017), play an important role in product branding as a marketing strategy. Crafting an appealing, powerful, and successful slogan is essential, as it serves as a communication tool that signals unique benefits compared to competitors. Effective slogans emphasize the brand identity and reputation of the business, proving to be a brilliant strategy for breaking through and enhancing sales performance. However, devising a suitable and effective tourism promotion slogan is a challenging endeavor. Travel and tourism industries serve as critical contributors to the tourism marketing system. A state's promotional campaign typically revolves around a central advertising theme or slogan (Hawes et al., 1991). To achieve the desired effects, elevate companies, and enhance sales performance, slogans must be likable. Research indicates that clear and creative slogans are particularly favored by consumers in the travel and tourism industries (Dass et al., 2014).

Setiastuti (2011) illustrates how McDonald's exemplifies the positive impact of sloganization on sales performance. McDonald's, known for changing its slogans, found success with the tagline "I'm Lovin' it" in 2003, reflecting an ideal representation of their brand. Despite controversies surrounding health concerns, consumers continued to enjoy their meals at McDonald's, showcasing the effectiveness of slogan use in advertising products and its significant influence on sales growth.

Kohli et al. (2013) assert that the most effective advertising slogans, based on recall, include "Just Do It" (Nike) and "I'm Lovin it" (McDonald's). It emphasizes how simple yet clear and creative slogans are highly favored by consumers. To this day, these two brands remain top and well-known in the footwear and food and beverage industries, demonstrating an enduring positive influence on their sales.

In summary, for a slogan to be effective, it should align with the purpose of the advertisement. A well-crafted slogan can draw attention to the strengths of companies and indirectly boost their sales performance. Hence, this study proposes:

Hypothesis 1: Slogonization is positively related to Sales Performance.

### ***Relationship Between Dynamic Pricing and Sales Performance***

The price of a product or service represents the cumulative value customers are willing to pay for the benefits derived from owning or utilizing that offering (Kotler & Armstrong, 2010). In the travel and tourism industry, the significance of pricing is revealed by its potential to propel a company to higher levels of financial success (Zhang et al., 2017). Research suggests that pricing can exert a significant influence on customers' purchase decisions (Pandey et al., 2021; Buruhanutheen et al., 2019).

Dynamic pricing emerges as an important strategy in this context, allowing companies to set variable prices for their products or services based on market demand. The adoption of dynamic pricing in the travel and tourism industries is closely associated with advancements in marketing sales performance, with practitioners leveraging this strategy to determine optimal pricing for their offerings. Dynamic pricing strategies are commonly employed in the travel and tourism sector, where rates can be adjusted dynamically in response to demand fluctuations. During peak seasons, prices may be elevated, while off-seasons witness price reductions to stimulate demand. For instance, airline tickets and hotel room reservations often incur varying costs depending on the timing of transactions. The impact of major events, such as the COVID-19 pandemic, has also been profound on these industries, with pricing adjustments reflecting shifts in consumer travel preferences and global conditions.

The rise of the sharing economy has further transformed business sectors, including accommodations and transportation, with platforms like Booking.com, Klook, Airbnb, Trivago, Agoda, Grab, AirAsia Rides, LRT, MRT, and BRT gaining significant popularity. Dynamic pricing in the sharing economy, particularly in accommodation services, challenges key assumptions of traditional dynamic pricing theories, such as unchanging or limited capacity and profit maximization motives (McAfee & Velde, 2006). Informed by data-driven decision-making, dynamic pricing in the travel and tourism industry relies on a thorough knowledge of competitors' pricing, future supply predictions, and demand drivers (Bodea & Ferguson, 2014). This data-driven approach enables businesses to strategically set prices for their products or services, maximizing economic gains. Therefore, this study proposes:

Hypothesis 2: Dynamic pricing is positively related to Sales Performance.

### ***Relationship Between Personal Selling and Sales Performance***

Personal selling is a direct, person-to-person business activity where a salesperson identifies and fulfills the needs of a customer for mutual long-term benefit. This process goes beyond simple transactions, aiming for long-term satisfaction by assisting customers in addressing issues, providing information about potential solutions, and offering after-sales service (Castleberry, 2011). In the context of the travel and tourism industries, personal selling emerges as a crucial factor, as it establishes a direct link

between the salesperson and the customer, and the customer's purchase decision significantly impacts the industry's sales performance.

According to Chris et al. (2005), the sales volume of a firm stands to gain from the flexibility in decision-making and implementation which affect positively (Soltani & Davanloo, 2016). This interconnected behavior plays a pivotal role in determining the sales performance of the travel and tourism industry. For example, a salesperson utilizes their skills to persuade customers to purchase a tour package, adapting to the customer's responses and the selling situation. Customer satisfaction becomes a driving force, encouraging them to buy the tour package. Rust and Zahorik (1993) emphasize that, for business suppliers to retain customers and achieve sustained or enhanced levels of business, maintaining high levels of customer satisfaction is crucial. The perceived interpersonal skills of the salesperson have a positive impact on sales volume (Vilela et al., 2008). Consequently, an increase in sales volume resulting from the salesperson's skills in personal selling represents a positive sales performance, contributing to revenue growth in the travel and tourism industry.

The efficiency of product placement has been a widely discussed topic, and experts are now looking into measuring and understanding its effectiveness. Within the travel and tourism industry, personal selling emerges as one of the most efficient communication strategies for promoting and placing a product or service. A salesperson who actively emphasizes and promotes travel and tourism products and services plays a pivotal role in encouraging customers' purchasing decisions.

The travel trade, encompassing online travel agents, receptive tour operators, wholesalers, and travel agents, serves as a key link between suppliers and consumers. Travel agents, in particular, have significant influence over product provision and can shape consumer demand (PlanetSki, 2012). Therefore, the role of a salesperson in stimulating purchasing power and demand among consumers through product and service promotion to the travel trade has a broad impact, enhancing sales performance on a larger scale. The travel trade facilitates the expansion of personal selling through a variety of services and operations. Conversely, purchasing power and consumer demand strongly influence the personal selling process, thereby impacting the sales performance of the travel and tourism industry. In essence, promoting travel and tourism products to the travel trade through personal selling creates significant opportunities for enhancing sales performance in the travel and tourism industries. Hence, this study proposes:

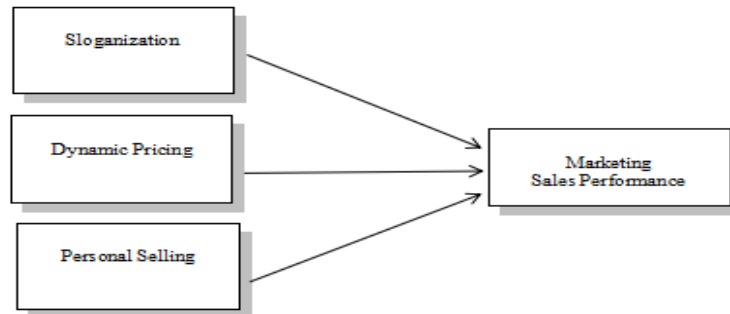
Hypothesis 3: Personal Selling is positively related to Sales Performance.

### **The Conceptual Model**

The conceptual model of this paper integrates three key factors—slogonization, dynamic pricing, and personal selling—to examine their relationships with sales performance in the travel and tourism industries. Slogonization is conceptualized as a powerful branding tool that communicates unique benefits to consumers and influences their perceptions of travel and tourism offerings. Dynamic pricing, a strategy adaptable to market conditions, is positioned as a determinant of marketing sales performance, exploring how flexible pricing approaches impact consumer behavior and industry revenue. Personal selling is defined as a direct and influential communication strategy, particularly through the travel trade, where salespersons stimulate purchasing power and shape consumer demand. Figure 1 presents these factors as essential for understanding the key influencing factors that contribute to sales performance in the travel and tourism industries. This conceptual model aims to provide a framework for researchers and

practitioners, shedding light on the relationships between marketing strategies and sales outcomes in this sector.

**Figure 1.** The Conceptual Model



## RESEARCH METHOD

The methodology of this conceptual paper involves two main steps: a comprehensive literature review and the development of a theoretical framework to explore the correlations between sloganization, dynamic pricing, personal selling, and sales performance within the travel and tourism industries. Initially, existing literature is thoroughly reviewed to distill relevant studies and empirical findings, providing a foundational understanding of the subject matter. Subsequently, a conceptual framework is meticulously crafted to elucidate the intricate relationships among these variables. This framework serves as a roadmap for the subsequent analysis, guiding the examination of how sloganization, dynamic pricing strategies, and personalized selling approaches impact sales performance within the context of travel and tourism. By integrating insights from the literature with theoretical constructs, this methodology facilitates a holistic exploration of the factors influencing marketing sales performance in the dynamic landscape of the travel and tourism sectors.

## RESULTS

In the quest to enhance the competitiveness of the travel and tourism sectors within the highly competitive global market, this research delves into various facets of marketing strategy that contribute to boosting sales performance in the travel industry. Drawing from an extensive review of literature, several key factors emerge as influential in shaping marketing approaches within this domain. Firstly, Rosário and Raimundo (2021) highlight the significance of e-commerce and online platforms in gaining insights into consumer preferences and needs, emphasizing their role as avenues for social networking and disseminating innovative information. Similarly, Charoensukmongkol and Suthatorn (2020) underscore the importance of aligning sales performance with a challenge-oriented mindset and comprehensive product knowledge, asserting that effective targeting of the right audience signifies the efficacy of the employed marketing strategies.

Furthermore, in the realm of personal selling, the contemporary landscape sees the rising prominence of social media influencers as pivotal tools for promotional endeavors. Femenia-Serra and Gretzel (2020) shed light on the intricate dynamics of influencer marketing within the tourism sector, highlighting the ability of influencers to authentically portray their experiences with destinations, thereby influencing their followers' perceptions and decisions. This phenomenon underscores the growing reliance on



individual endorsements and authentic narratives in shaping consumer attitudes towards travel destinations. As social media platforms continue to evolve as potent channels for engagement and communication, leveraging influencers' sway emerges as a compelling strategy for bolstering sales performance and enhancing brand visibility within the travel and tourism industries.

Effective slogans stand as succinct yet potent articulations of a brand's essence, values, and distinctive offerings, resonating deeply with consumers and leaving enduring impressions. By encapsulating the core identity of a business in a memorable phrase or tagline, slogans serve as indispensable tools for setting brands apart from their competitors and cultivating enduring brand loyalty among customers. Consequently, they assume a pivotal role in capturing attention, instilling trust, and ultimately driving sales performance by fostering robust emotional connections with target audiences. The crafting of compelling slogans represents a strategic endeavor aimed at evoking specific emotions and associations that resonate with consumers, thereby influencing their purchasing decisions and contributing to the overall success of marketing endeavors within the travel and tourism sectors.

## **DISCUSSION**

The examination of factors influencing marketing sales performance in the travel and tourism industries has culminated in an understanding of the pivotal role played by sloganization, dynamic pricing, and personal selling. Drawing from the past literature, it is anticipated that these three independent variables exert positive and significant influences on marketing sales performance. The findings reveal the strategic importance of these factors for policymakers and practitioners in the travel and tourism sectors. By focusing on and developing sloganization, dynamic pricing strategies, and personal selling approaches, industry stakeholders can strive towards achieving heightened sales and fostering stronger marketing sales performance. This study offers valuable insights into crafting targeted marketing strategies that resonate with consumers and enhance overall industry competitiveness.

The exploration into the dynamics affecting sales performance within the travel and tourism sectors has led to a profound understanding of the pivotal roles played by various factors, particularly sloganization, dynamic pricing, and personal selling. Through an extensive review of existing literature, it becomes apparent that these three variables wield significant and positive influences on marketing sales performance. This synthesis of research findings underscores the strategic relevance of these elements, not only for policymakers but also for practitioners deeply entrenched within the complexities of the travel and tourism landscape. Recognizing the criticality of these aspects, industry stakeholders are encouraged to channel their efforts towards the refinement and enhancement of sloganization, dynamic pricing strategies, and personalized selling techniques. In doing so, they can effectively aspire towards bolstering sales figures and fortifying the overall marketing sales performance within the industry.

The essence of sloganization, as elucidated by this study, encapsulates the art of crafting compelling and resonant messages that capture the essence of a brand or destination. Such slogans serve as potent tools in shaping consumer perceptions and influencing their purchasing decisions. Through a strategic alignment of slogans with the unique offerings of a travel destination or service, marketers can effectively evoke emotions and entice potential travelers, thereby stimulating demand and ultimately driving sales. Moreover, the strategic deployment of dynamic pricing mechanisms emerges as another crucial facet in the realm of sales performance enhancement. By leveraging dynamic pricing strategies, industry players can adaptively respond to fluctuations in demand and

market conditions, thereby optimizing revenue generation and maximizing profitability. This agility in pricing not only facilitates better revenue management but also cultivates a sense of urgency among consumers, prompting them to seize timely opportunities and make purchasing decisions.

Furthermore, the significance of personalized selling techniques cannot be overstated in the context of the travel and tourism industries. As consumers increasingly seek tailored experiences and personalized recommendations, the role of interpersonal interactions and customized service offerings becomes paramount. By fostering genuine connections and understanding the individual needs and preferences of customers, industry professionals can forge lasting relationships and engender trust, thereby facilitating repeat business and fostering brand loyalty. This emphasis on personalized selling not only augments the overall customer experience but also serves as a potent driver for sales performance improvement. Through a concerted focus on sloganization, dynamic pricing strategies, and personalized selling approaches, industry stakeholders can chart a course towards sustained growth and competitive advantage within the dynamic landscape of travel and tourism.

In conclusion, the examination of factors influencing marketing sales performance within the travel and tourism sectors underscores the indispensable roles played by sloganization, dynamic pricing, and personalized selling. Drawing from a rich tapestry of literature and empirical evidence, it becomes evident that these variables exert significant and positive impacts on sales outcomes. Recognizing the strategic importance of these elements, industry stakeholders are encouraged to invest in refining and optimizing sloganization, dynamic pricing strategies, and personalized selling approaches. By doing so, they can unlock new avenues for revenue generation, foster stronger customer relationships, and enhance the overall competitiveness of the travel and tourism industry. Ultimately, this study offers valuable insights into the crafting of targeted marketing strategies that resonate with consumers and propel the industry towards sustained growth and prosperity.

## **CONCLUSION**

In summary, this research enriches our comprehension of the factors influencing marketing sales performance within the travel and tourism sectors. The discerned positive effects of sloganization, dynamic pricing, and personal selling underscore their strategic significance in shaping the effectiveness of marketing initiatives. It is imperative for policymakers and practitioners alike to prioritize the cultivation of these elements to achieve heightened sales objectives and fortify marketing sales performance. Despite acknowledging limitations, such as the exclusion of various external factors impacting sales performance, this study lays a groundwork for future research trajectories. Subsequent investigations could delve into uncharted territories, exploring dimensions such as economic fluctuations, political influences, special events, unexpected weather phenomena, or natural calamities, to discern their potential repercussions on marketing sales performance.

Moreover, probing into moderating factors, particularly the environmental context, especially within the framework of the ongoing or post-COVID-19 pandemic scenario, holds promise for further inquiry and refinement of strategies within the dynamic travel and tourism realm. By examining how external environmental factors intersect with marketing dynamics, future studies can yield valuable insights into adaptive strategies and resilience-building measures essential for navigating uncertainties and sustaining competitiveness in the industry. This nuanced exploration can inform the development

of robust frameworks and tailored interventions aimed at mitigating risks and capitalizing on emerging opportunities in the evolving landscape of travel and tourism.

In essence, this study serves as a stepping stone for deeper exploration and refinement of strategies aimed at optimizing marketing sales performance in the multifaceted domain of travel and tourism. By illuminating the pivotal roles played by factors such as sloganization, dynamic pricing, and personal selling, it underscores the imperative for stakeholders to adaptively respond to changing market dynamics and environmental contexts. As future research endeavors unravel additional complexities and nuances, they hold the potential to foster resilience, innovation, and sustainable growth within the travel and tourism industry, ultimately shaping its trajectory in the years to come.

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#### **DECLARATION OF CONFLICTING INTERESTS**

The authors declared no potential conflicts of interest.

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