

Shift

Collaborative Marketing Platforms in Tourism



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Introduction

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Collaborative marketing (B2B, B2C, C2C) platforms are transforming tourism sector.

This platforms enable value co-creation, strategic partnerships, and peer-to-peer exchanges.

Research Goal:

Identify adoption drivers and their impact on consumer behaviour.



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Collaborative Marketing

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Definition:

A strategy where businesses or individuals pool resources for joint promotion, rooted in cooperation (Hunt & Morgan, 1995).

It is a result of digital evolution:

- Shift from offline (e.g., co-branded events) to digital platforms (Instagram, TikTok).
- Benefits: Global reach, real-time analytics (Kumar et al., 2022).

Tourism applications samples:

- Platforms like *Shopify* and *Airbnb* democratise access (Um et al., 2025).
- Co-creation of integrated travel packages (Amorim et al., 2017).



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Collaborative Marketing Platforms

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Features, for example:

- A **map** that enables hotels, guides, and restaurants to highlight their contributions and create integrated packages, boosting destination appeal.
- An **automated commission management system** ensures transparent transactions between partners in joint sales, incentivising cooperation and reducing conflicts.
- A shared **multimedia repository** (photos, videos, text) accessible to accredited partners promotes consistent destination storytelling, enriching marketing campaigns.
- **Campaign co-creation tool** allows DMOS, agencies, local suppliers, residents, and tourists to collaborate on authentic, engaging strategies.
- A **real-time tourism dashboard** that tracks visitor flows, preferences, and campaign performance, enabling rapid adjustments (e.g., redirecting promotions to underutilised attractions).
- A **verified review system**, where only tourists who used a service can leave feedback, enhances recommendation credibility.

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Theoretical Frameworks

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These features could transform the platform into a digital tourism ecosystem, integrating technology, collaboration, and data intelligence to drive sustainable sector growth!

TAM (Davis, 1989):

- **Perceived Usefulness** and **Ease of Use** are the primary drivers.

UTAUT2 (Venkatesh et al., 2016):

- Extends to *Performance Expectancy*, *Social Influence*, and *Facilitating Conditions*.

Emerging Factors:

- **Data Privacy (GDPR)** and **Innovation** (Alalwan et al., 2024).

Research Gap:

- How emerging factors (trust, data privacy, and innovation) influence the adoption of collaborative marketing platforms in tourism.

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Research Questions

What factors influence the adoption of collaborative platforms by companies and consumers?

How does adoption affect consumer behaviour and expected satisfaction?



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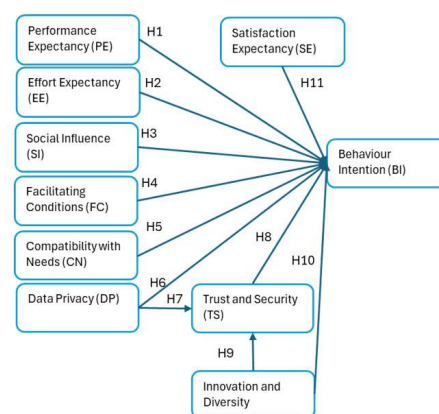
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Hypotheses

- H₁: **Performance expectancy** positively influences the **intention to use** collaborative marketing platforms (CMP).
- H₂: **Effort expectancy** positively influences the **intention to use** CMP.
- H₃: **Social influence** positively influences the **intention to use** CMP.
- H₄: **Facilitating conditions** positively influence the **intention to use** CMP.
- H₅: **Compatibility with needs** positively influences the **intention to use** CMP.
- H₆: **Data privacy** positively influences the **intention to use** CMP.
- H₇: **Data privacy** positively influences the **trust and security perception**.
- H₈: **Trust and security** positively influence the **intention to use** CMP.
- H₉: **Innovation and diversity** positively influence **trust and security** in CMP.
- H₁₀: **Innovation and diversity** positively influence the **intention to use** CMP.
- H₁₁: **Expected satisfaction** positively influences the **intention to use** CMP.



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Methodology

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The proposed study **methodology** was based on the following steps:

- 1) construction of the survey;
- 2) data collection;
- 3) selection and codification of data;
- 4) selection of data analysis methods;
- 5) results assessment.

• Approach:

- Survey of 93 Marketing professionals/students (April 2025).

- **Analysis:** PLS-SEM (Partial Least Squares Structural Equation Modeling).

• Sample Demographics:

- 64.5% aged 18-25.
- 64.5% female.
- 64.5% students.
- 64.5% was a bachelor's degree.

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Evaluation of Measurement Model

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- i) The **convergent validity** is evaluated by the **average variance extracted (AVE)**:

Where all the **AVE values should be more than 0.5**, which is a condition to guarantee that the model converges to a satisfactory result.

- ii) observation of **internal consistency** values takes into consideration the values the **Cronbach's alpha (CA)** and **composite reliability (CR)**, expressed by the rho of Dillon-Goldstein.

The values of **CA should be higher than 0.6 and values of 0.7 are considered adequate**.

Values of **CR should be higher than 0.7 and values of 0.9 are considered satisfactory**.

Values of the Adjustment Quality of the Research Model

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
BI	0.906	0.909	0.941	0.841
CN	0.763	0.766	0.894	0.808
DP	0.948	0.957	0.975	0.951
EE	0.822	0.837	0.88	0.647
ES	0.887	0.891	0.922	0.747
FC	0.767	0.772	0.852	0.593
ID	0.841	0.857	0.895	0.682
SI	0.780	0.808	0.857	0.604
TS	0.871	0.875	0.921	0.795

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Evaluation of Measurement Model

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iii) The **discriminant validity** assessment permits investigation of the independence between latent variables and other variables. This analysis can be done by observing **cross-loading** or by the **criterion of Fornell and Larcker**

The **square roots of AVEs should be larger than Pearson's correlations between the latent variables.**

Values of the Correlations Between the Latent Variables and the Square Roots of the AVE Values (On the Main Diagonal)

	BI	CN	DP	EE	ES	FC	ID	SI	TS
BI	0.917								
CN	0.741	0.899							
DP	0.168	0.071	0.975						
EE	0.610	0.533	0.395	0.804					
ES	0.700	0.479	0.318	0.466	0.864				
FC	0.618	0.527	0.392	0.726	0.540	0.770			
ID	0.594	0.367	0.519	0.415	0.713	0.597	0.826		
SI	0.556	0.403	0.323	0.419	0.723	0.598	0.606	0.777	
TS	0.288	0.129	0.693	0.345	0.440	0.432	0.663	0.337	0.891

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Evaluation of the Structural Model

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The **structural model analysis ends with the individual examination of the coefficients of the respective model (path coefficients), where it is necessary to analyse the sign, the value and the statistical significance, which should be more than 1.96 (bilateral and with a 5% significance level).**

Direct Effects in the Structural Relationships Between the Latent Variables.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypotheses
CN→BI	0.405	0.390	0.089	4.551	0.000	Supported
DP→BI	-0.148	-0.203	0.117	1.267	0.205	Not supported
DP→TS	0.477	0.574	0.167	2.865	0.004	Supported
EE→BI	0.211	0.203	0.098	2.157	0.031	Supported
ES→BI	0.290	0.295	0.099	2.918	0.004	Supported
FC→BI	0.031	0.054	0.098	0.313	0.754	Not supported
ID→BI	0.230	0.237	0.134	1.712	0.087	Not supported
ID→TS	0.415	0.347	0.158	2.623	0.009	Supported
SI→BI	-0.006	-0.005	0.097	0.059	0.953	Not supported
TS→BI	-0.026	0.017	0.152	0.169	0.866	Not supported

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TS, with an R² of 0.606, and BI, with an R² of 0.752

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Key Findings

Supported Hypotheses:

- **Compatibility with Needs (CN):** Strongest predictor ($\beta=0.405$, $p<0.001$).
- **Effort Expectancy (EE):** Ease of use matters ($\beta=0.211$, $p=0.031$).
- **Expected Satisfaction (ES):** Drives adoption ($\beta=0.290$, $p=0.004$).

Rejected Hypotheses:

- Trust/Security (TS), Social Influence (SI), Facilitating Conditions (FC) had no direct impact.

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Discussion

Why Compatibility & Ease Matter:

Users prioritize platforms aligned with workflows and minimal learning curves.

Trust/Security are "hygiene factors" (expected but not differentiators).

Contrast with Literature:

Challenges UTAUT's emphasis on social influence and organizational support.

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Practical Implications

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For Platform Developers:

Focus on **user-centric design** and **seamless integration**.

Highlight **immediate benefits** (e.g., time savings, ROI).

For Marketers:

Leverage **expected satisfaction** in campaigns (e.g., "Boost your results").

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Conclusion

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Compatibility, ease of use, and satisfaction drive adoption.

Trust/Security are baseline expectations.

User-centric design is critical for success.

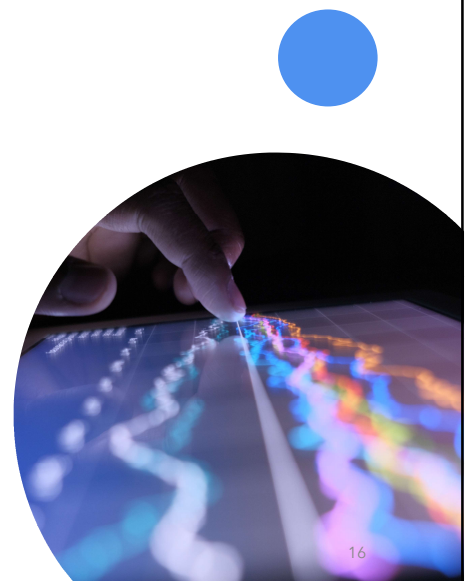
Strategies:

Developers: Prioritize workflow alignment.

Researchers: Should explore longitudinal and ethical dimensions.

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Limitations & Future Research

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Limitations:

Sample bias (young, academic, Portugal-centric).

Cross-sectional data.

Future Directions:

Include diverse demographics (e.g., SMEs, global samples).

Study emerging factors (algorithmic transparency, Sustainability, ethical concerns, HCI with intelligent interaction).

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Thank You!

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SHIFT-Sustainability-oriented, Highly interactive, and Innovation-based Framework for Tourism marketing

Research project led by the Polytechnic Institute of Setúbal (Higher School of Business Sciences) in a network with the Higher School of Hospitality and Tourism of Estoril, Polytechnic Institute of Lisbon (Higher School of Social Communication) and University of Algarve (Higher School of Management, Hospitality and Tourism).

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