



**ABSTRACT (250-300 Words)**  
**Specimen (Image is provided below)**

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Small travel agencies (STAs) play a pivotal role in the tourism sector but are facing an existential crisis due to the slow adoption of digital marketing. This study therefore finds it imperative to explore the adoption of digital marketing among STAs- an entity whose perspectives do not find much place in the published academic literature. Purposive and snowball sampling was used to select the participants. To explore the participation of STAs in digital marketing, a qualitative study was conducted. Data was collected from 25 owners or senior executives of STAs of India by conducting semi-structured interviews. Thematic analysis was done for data analysis. The qualitative study reveals popular digital platforms used by STAs for marketing. The study also facilitated in exploring various factors that impacts the adoption of digital marketing among STAs. Taking insights from the qualitative study, the study proposes a conceptual model building on DOI (Diffusion of Innovations) theory using TOE (Technology-Organization-Environment) framework to study the adoption of digital marketing by STAs. The study examines the key constructs that impact the adoption of digital marketing among STAs. The postulates trust as a mediator and also explores the impact of adoption of digital marketing on organizational performance modeled as a formative-formative HOC (Higher-Order Construct). Data was collected from 226 respondents. PLS-SEM was used to analyze the reflectively and formatively measured constructs. A qualitative study was conducted again to study the digital marketing strategies adopted by STAs post-Covid-19 pandemic to enhance organizational performance. Data was collected from 106 respondents. Open-ended questions were asked to the owners or senior executives of STAs. Written responses were received through email. Thematic analysis was done to analyze the data. The study offers insightful theoretical and practical implications.