



A REVIEW PAPER ON DIGITAL MARKETING IN HOTEL INDUSTRY

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Abstract- The internet plays the most important role in the 21st century economy, which helps us to reach a local or global audience at one click of mouse and it's also helps us to creating a hundred of thousands of businesses and millions of jobs. Social media is controlled by small groups of institution unified retail idea there by fill a associate of promotion, general connection, their trading advancement to make a client attentive word, there are so many policy such as Facebook, YouTube, Twitter and LinkedIn, there are some chance for unusual entry to guest. Digital marketing in hotel industry is a useful activity. Above the rear decades hotels can plan for a offline marketing advertising activities like newspaper, television and radio moved entering an connected marketing passage. According to Amit Vyas (2018) actual forecast allocation of hotel is a clue of success of the digital marketing strategy. The model of digital marketing strategy gives a framework that presents a valid structure that helps to predict the critical activities of development and performs operation according situation.

INTRODUCTION:-

The www has emerged as one of the economic engines of the 21 Century enabling all of us to access a international listeners with the snap of a mouse and generating millions of enterprises with employment [1]. The characteristics of multinational hotel groups are typically the subjects that are explored the most [2,3] political and socioeconomic aspects of their development [4] agreements and forms of association [5,6] Management of operations and human resources [7] include marketing-related difficulties [8,9]. "All informal communications directed at consumers through Internet-based technology related to the usage or characteristics of specific goods and services, or their sellers," according to the detail of word-of-mouth (WOM) over the internet [10]. In these circumstances [11] the feedback of other customers who share their experiences in online reviews provide data from a source that is viewed as more impartial and trustworthy than company information [12]. Recent years have seen a small number of organizations include social media into their strategies for

integrated marketing. Combining public relations, sales promotion, and advertising results in a message that is customer-focused. As networks like Facebook, Twitter, LinkedIn and YouTube have grown, we now have the opportunity to interact with visitors in a way that is unmatched. [13]. One of the largest industries globally, hospitality, has not been extensively studied because the majority of NSD research has focused on the financial services sector. In general, the success criteria for new services are comparable to those for new product development; the only difference is in the variables' potency [14]. Given that services are intangible, heterogeneous, perishable, and their production and use are intertwined, this can be explained [15]. The average success percentage for new service projects is 58% [16]. The empirical research that looked at the project-level success factors revealed that managing one or two activities successfully is not what determines success or failure; rather, success or failure is determined by taking a holistic approach and managing a variety of components professionally and in a balanced way [17]. The current literature on hotel marketing emphasizes the value of future directions [18]. and identifies the key pieces of writing in particular journals [19]. In general, hotel operations, marketing, and human resources management are all included in the adaption process. The report solely focuses on the marketing implications of this transformation because each of the relevant sectors is too broad on its own. Numerous studies focus on the centralized administration of global hotel chains as a key element affecting a property's operational and marketing success [20].

2. The concept of experiential marketing

In their books on the experience economy, Pine II and Gilmore initially articulated the idea of experiential marketing. It was further developed and introduced in numerous more papers and books [21]. Schmitt, the creator of experiential marketing, suggested that every consumer who encounters a few stimuli as a result of interest in events by direct observation or participation, which inspires drive, consensus thinking, and purchasing behaviors, qualifies as experiencing experiential marketing [22]. According to Alistair, experiential marketing entails enhancing a selection of actual, tangible, and engaging experiences that serve to support an offer. Instead of watching the offer through conventional advertising channels like commercials, print ads, or electronic messaging, customers "feel" it by taking part in it. [23].

3. Digital Hotel Marketing Strategies That Work

An important process in the hospitality sector is digital marketing. In Hotels have changed their offline marketing strategies in recent years from traditional media like newspapers, television, radio, and online outlets. Correct budget allocation, according to Amit Vyas (2018), is essential to the hotel digital marketing strategy's success. The following is a list of the main marketing options currently available: Social media marketing (Twitter, LinkedIn, Snapchat, Instagram) leveraging email marketing personal also outside databases Using display networks or Google AdWords for search engine marketing (Direct marketing initiatives on specific websites) Publisher Networks Programmatic Networks (using user-intent and contextual marketing to target traveler's) site evaluations [24].

Introduces the typical process for allocating funds for low- to medium-cost advertising hotels in 2018 according to his twelve extensive experiences in the field of digital marketing. Fig 1



Fig.1/ allocation advice for hotels' use of digital marketing in 2019 [25].

4. Hotel Industry Digital Marketing Strategies

The performance impact of a hotel's digital marketing strategy has received very little consideration in academic literature., directly or indirectly by way of the effect it has on online reviews [26]. Also emphasize the need that hotels have a digital marketing plan and the necessity for hotel proprietors to actively manage their presence on the web [27,28]. The digital marketing strategy model provides a framework that displays a reliable structure that attests to the existence of all crucial tactical development and operation activities. In order to structure the design for X hotel, the author used an SOSTAC planning of digital marketing strategy. Situation Analysis, Objective, Strategy, Tactics, and Control (SOSTAC) [29].

5. varieties of hotels

- **Resort Hotels**

A retreat is a full-service resort that offers guests with a range of or access to amenities and recreational potential. A hotel is usually the primary supplier of the tourist experience and will usually have one distinctive quality or fascination [30]. The resort hotels are situated in unique areas among natural wonders including lakes, mountains, oceans, and beaches. A resort hotel's main focus is typically relaxation, therefore it's normal to see golf course, swimming pool, ski slopes, tennis courts, and other indoor recreation facilities sporting venues there. People with above-average incomes who want to unwind and escape their regular lives are the primary target market for these types of hotels. The majority of resort hotels are temporary buildings. Recently, though, there has been a slight shift in trends, and now several resort hotels are open all year round. Additionally, resort hotels can be categorized into hill resorts, all-season resorts, health resorts, and winter resorts [31].

- **Boutique hotels**

Boutique hotels are often modest rooms with superior levels of service. Boutique hotels frequently provide their guests with genuine social or memorable interactions as well as interesting services boutique hotels are distinctive [32].

- **Commercial hotels**

Commercial hotels, as their name implies, are typically found n the heart of the city and draw tourists from everywhere. The hotel often places a lot of emphasis on the busy commercial area and offers things like parking and business center resources. Some people might assume

that because a hotel is located in a city center, its guests are exclusively business Travelers But each year, there are more leisure travelers staying at the hotel. Additionally, some commercial hotels also host guests who stay there on a regular basis [33].

6. Social Media promotion as the key approach for digital marketing

• Online Review

Online reviews of a product or service written by customers are seen to be especially significant for the company and potential customers [34]. In actuality, they rank among the most popular strategies used by businesses to pique the curiosity of potential clients [35].

As [36]a result, these prospective buyers are influenced by online evaluations because they believe them to be sincere, reliable, beneficial, and impartial. In actuality, customers favor and put more faith in reviews that have appeared on third-party

review sites than on the official website of the business [37]. The overall score and the comprehensive description are the two elements that make up the majority of internet reviews [38]. For instance, review websites like TripAdvisor permit a 5-star rating system for evaluating a hotel's services as well as a description and remarks from the user's stay at the hotel [39]. Before making a hotel reservation, customers actually squander a lot of time reading reviews left by other guests as well as checking the veracity of the review sources and the reliability of the reviewer [34].

• Why costumers post reviews online?

Websites with customer reviews are a valuable source of information for customers [40] as online content transforms how customers evaluate goods and services. According to studies done by [41], The primary drivers for posting a review online are: a) personal happiness; b) willingness to assist other traveler's; c) societal benefit; d) strengthening the purchasing power of consumers; and e) aiding hotel businesses. According to [42], the user's personality has a big role in what drives them to publish reviews. Online reviewers typically have more giving and altruistic personalities than non-reviewers, who are typically more preoccupied with themselves and their time.

• Managing Review is a developing component of digital campaigns

Online reviews and comments on reviews can provide the hotel industry with a vital channel of connection with its customers [43]. Managing eWOM (Virtual Word of Mouth) as well as a company's reputation as determined by online reviews, however, presents a vulnerability for the company as a whole. Businesses improve perceptions by publicly responding to customer complaints, either by expressing gratitude for a positive review or by attempting to change the atmosphere [44]. Four out of five users believe that hotels who reply to reviews care more about their customers, and 85% believe that a proper answer to a comment will improve their perception of the hotel, according to a survey of review websites Trust You and TripAdvisor [45]. he hotel's response to unfavorable evaluations is a crucial consideration.

According to qualitative research on 500 unfavorable online hotel reviews, the

following factors are the main causes of bad evaluations in the hotel industry: Non-performance of the anticipated service, failure to respond to inquiries, delay in service delivery, unfriendly employees, issue with reservations, and improper complaint handling [46].

7. Conclusions

This study has demonstrated how important marketing is to the hotel sector. According to the research's conclusions, marketing is critical to any hotel outlet and the hotel sector as a whole. The benefits of internet marketing include affordable and high-quality promotional products. Regular hotel website optimization will boost hotel reservations. According to the research, hoteliers should first develop an online strategy using bookin.com before moving on to Facebook marketing. If hotel marketing is done properly, the consumer will see the hotel's logo or brand as a guarantee of a certain standard of quality because the hotel's image and position in respect to competitors will become so clear and the distinctiveness of services will be so easily recognizable.

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