

ROLE OF DIGITAL MARKETING IN HOTEL INDUSTRY.

Pushpa Gore, Assistant Professor, MGM-IHM, MGM University, Aurangabad

ABSTRACT

In the recent years hotel industry has witnessed the remarkable technological innovation in regards of digital marketing. The influence of the technology has numerous impacts on the industry as compared with the other sectors, most of the hotel has introduced the digital marketing platform to attract and promote their product and services to their potential customers. Digital marketing is something more than an advertisement on Television or in newspapers; it has opened several new channels for marketing and revolutionized the industry. Apparently a good proportion of people spend their time online searching for various spots in terms of travelling, accommodation, dining and exploring new places. The purpose of this study is to identify and discover current trends and technology in digital marketing, which has been implemented in the hotel and also study the role and impact of digital marketing on the hotel operation as well as on customers buying decision making process. This research paper also focuses on various types of digital marketing which has the best possible impact on the hotel industry in terms of reaching their potential customers and utilizing this modern platform to generate the maximum revenue for the hotel, it is surely the future of marketing.

Keywords – Technology, Marketing, Digitalizing, Hotel Industry.

INTRODUCTION

Digital marketing has made the significant change hotel industry and has given the several new channels for selling the product and services which are offered by the organization, like internet marketing, social media marketing, marketing through mobile apps, Google advertising etc. It's very essential for the industry to adapt the technological advancement in this digital age to be successful and to be able to meet up with the customer requirement. The role of internet in the purchasing behavior of the customer has modified the marketing plans of the hotel, internet has become the essential for the industry because it creates the awareness of individuals to travel and experience the different location their culture and avail the best possible services which are available. There is a constant growth in the digital marketing industry, digital channels not only

directly connects with the customers but also helps the hotel in taking the feedbacks of the services, which allows the hotel in rising the standards of the property.

OBJECTIVE OF THE RESEARCH:

The study addresses the role of digital marketing in the hotel operations and better understanding of the different digital marketing tools their respective advantages, Study mainly focus on the Impact of digital marketing in the hotel industry.

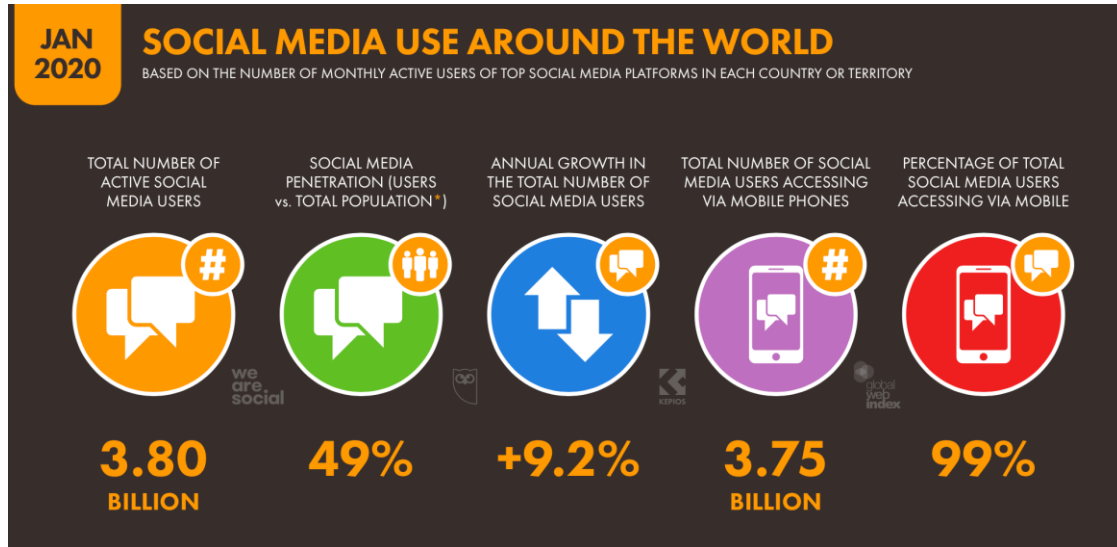
1. To study the concept of digital marketing in the hotel industry
2. The Role of Digital- Marketing in Hotel Business
3. To understand the impact of Social Media in Hospitality

LITERATURE REVIEW

Digital Marketing can be viewed as a new trend in the modern business practice, it involved with the marketing of Facilities, services, product on the internet and other electronic sources, it is used as both an information tool as well as a purchase option. According to the recent study carried out in 2019 digital marketing has taken over the hospitality industry, Six out of ten guests search and explore the information online for their requirements. According to Jatashankar tiwari famous Author , Hotel it the place that has undergone an outstanding change in the past two decades with the arrival of new technology .The internet is growing so fast that people now find it easier to explore the options available on the internet which fulfills the requirement of the client. In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011).

SOCIAL MEDIA MARKETING:

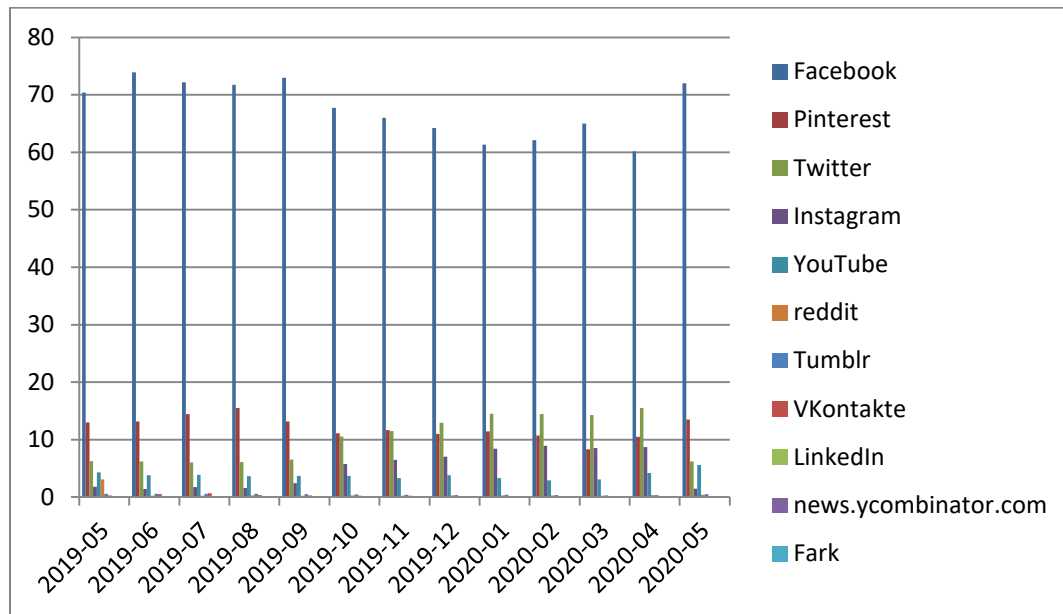
The recent study by global social media research summary report has shown that more than 4.5 billion people are using the internet at the start of 2020, active social media users passed the 3.8 billion mark , nearly 60% of the world's total population are expected to be active on the social media by middle of year 2020.



Source : <https://www.smartinsights.com/wp-content/uploads/2019/02/Global-Social-media-statistics-2020.png>

In current scenario a large number of tourist and social travelers consider & follow social media which includes Facebook, Instagram, Twitter, and Linked In. While selecting an accommodation social media apps stated above plays a very dominant role in decision making for the travelers. Social media marketing acts as a bridge in marketing product and services to various types of industries all over the world. Social media aid the hotels to network with the prospective customers in order to build the relationships and achieve a better understanding of the requirement, most of the hotel mark the social media to promote their product and services to maximize the reach, it is the process of gaining more attention and exposure for the business, by posting or sharing the promotional videos or photos or paid advertisement through the social media platform. The social network which is most used by the hotel is face book, and then with the less expression is Instagram, and Twitter, Google+ ,LinkedIn YouTube etc. The presence on these social networks is corresponding to the number of followers, with the emergence of social media guests have changed their approach of buying products and services , they have started comparing the products with the use of technology available it also allows them to review the services on social media platform and that allow them these comparisons. Hospitality industry is successfully moving forward with the adaptation of social media marketing, Social media marketing is not only restricted to promote the hotel but also makes a healthy relationship with the people with whom we want to get connected with. Social media platform allows the hotels

to maintain the connectivity with guests even after their check-out from the hotel. Majority of guest loves to share their experience through posts, pictures, writes, tweets, etc hence indirectly promoting the hotel. This is the major aim and reason it is considered as a low cost investment for marketing. However social media brought new challenges for the industry that have changed the way they interact and communicate with the customer



Source : <https://gs.statcounter.com/social-media-stats#monthly-201905-202005>

E-MAIL MARKETING

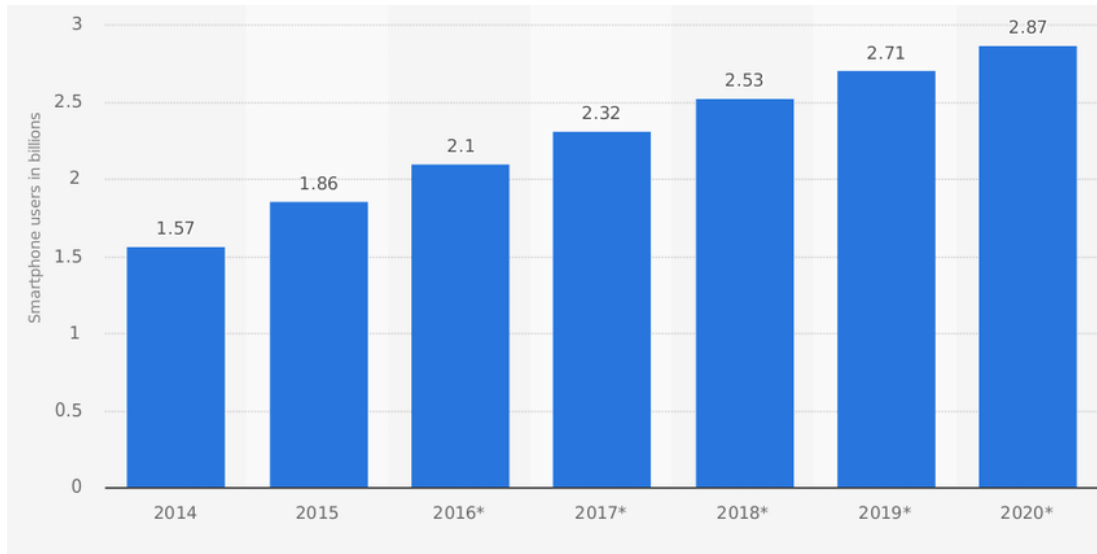
Majority of hotels have their guest history maintained at the front desk in various formats which is mainly used for email marketing it is mainly used for increasing your social presence, E-Mail marketing offers to you distinctive opportunity to personalize your guest service and extend the brand through one to one marketing campaigns. Pre arrival email gives you the unique opportunity to maximize your revenue through up selling and cross-selling. E-mail marketing can be for collecting the guest feed back when it comes to improving the service standards and reputation. These e-mails are also a chance for the hotel to thank the guest for selecting the hotel and giving the opportunity to serve them.

Search Engine Marketing (SEM)

Search engine marketing is the process of improving ranking of the company website; it is the extensive strategy to drive traffic to your business, it is done through paid efforts. The key strategy is to optimize WebPages for the search engines, by ensuring that the hotel webpage contains correct keywords. There are different platform for search engine marketing like Google Ad, Bing Ads, MSN, live.com these are the most popular. Pay per click is the one of the fastest and popular way of online marketing to attract the potential customers to web properties. Search engine has surely has become an important strategic tool for the industry and the technology has redefined the digital marketing in a number of ways.

Mobile Marketing

Mobile marketing is comparatively new branch of Marketing; it is multi channel digital marketing strategy which has the aim to reach a target market client on their smart phones, tablets and other mobile devices via websites, social media, or promotional apps, according to the recent survey 80% of the internet user has the smart phones, mobile marketing as a occurrence of great impact and significance for marketing communication. In today's era of digitalization expedited the change faced by the industry to establish value sharing relationships with their guests in long term perspective, industry has the an opportunity to reach the target market and customers ,where earlier it was difficult to carry on the successful marketing communications.



Source: https://www.researchgate.net/figure/Number-of-smartphone-users-worldwide-from-2014-to-2020-in-billions-Statista-2018i_fig3_339029096

Artificial Intelligence

People everyday wants something new and is happily ready to adopt the change and new trends. AI Technology is something which is a new trend in hospitality industry and has already been adopted by many major chain hotels across the world. Best example is the Chatbots which are on the websites, mobile apps, and social media apps where the guest can chat and give request. This will be responded by the AI enabled system and will save a lot of staff time.

Artificial intelligence (AI) refers to the recreation of human intelligence in machines which integrates with mechanical and electronic components and programmed with programming languages to think & work like humans actions. In Today's era Artificial Intelligence is used to solve very complex problems. Artificial Intelligence having many branches such as Robotics, Bid data, Expert System, Machine learning, Neural networks, speech reorganization, Cognitive Computing and so on. By integrating all these technology, Artificial Intelligence act as an human behavior. In current Situation numerous professionals are using AI for searching and researching within the field industry. In this modern era the best hotels that are successful in fulfilling the Prospects of guest AI is definitely helpful to them in using different tricks.

Interactive Marketing

Today's generation likes to be interactive and have the confidence in communicating with regards to service, product, with the hotel. A hotel uses the strategy of interacting with the guests prior to their arrival which is called as pre-arrival emails / calls. Also mobile apps of hotels often have an interactive feature where guests can communicate to the hotels directly. Interactive marketing is a great tool for hotels to connect with all the active guests for promoting the hotel.

BENEFITS OF DIGITAL MARKETING

Digital marketing is the tool to promote the products or services produced by the hotel industry to the potential customers. It is a broader gamut that refers to several promotional techniques organized to reach customers through digital technologies. It is also personified by wide selection of products or services leading brand marketing tactics, which mainly use Internet as a focal point for promotional intermediate, in addition to other media vehicles like TV, Radio and Newspapers. Digitalization is the ability to characterize a product, or at least some of its benefits, as digital bits of information. Digitalization allows the industry to use the internet to share out, promote and sell those features apart from the physical item itself. The growth of the Internet presents exhilarating opportunities for marketing products to both customers and organizations

The Marketing cost of promoting your product on the internet is cheaper than other medium of marketing. It allows and helps the hotel to stay connected with guest. Digital marketing tools allow sending multiple messages and notification at the same time.

Digital marketing facilitates an instantaneous feedback from the guest; guest can share about their feedback of their stay at the hotel after the checkout. Digital marketing saves lot of time and effort, instead of calling the hotel for every quarries of guest hotel can put all the information on the website or Web portal.

Digital marketing increased the ability to measure and collect the data of the customer, which can be used for sending the promotional material of the hotel. It has the ability to market your product globally and reach the maximum number client across the world and it is very easy to start and rapid to implement.

LIMITATIONS OF DIGITAL MARKETING

Although digital marketing can reach the global market, industry is also up against the global competition, any negative feedback or criticism of your product or services can be visible to your potential customers' through social media and review websites. Maintaining the effective guest relation service online can be challenging at some point. Negative comments or feedback can damage the brand value of the organization in the market.

There are still lots of guests who use digital marketing platform just for having more information about the product and services and prefer to purchase it in person.

The biggest disadvantage of the digital marketing is an absence of trust, there are lots of illegal websites out there which looks similar to original websites and deprive the customers of their money, Digital marketing mostly depends on internet, there are many hackers and spammers present on internet, who can violate your security and misuse your websites or social media account.

DISADVANTAGES OF DIGITAL MARKETING

- Time Consumption
- Advanced Strategies Piracy
- High Competition
- Security Issue
- Complaints and Feedback
- Interest on Internet
- Anti Brand Activities



Fig. no.4 Source - <https://www.ecyberplanet.com/2019/11/top-disadvantages-of-digital-marketing.html>

In today's era of digitalization there are still areas where the connectivity of the internet is not available or the internet connection is very poor, so in those remote areas digital marketing has no utilization.

Conclusion

In the recent years hotel industry has witnessed the remarkable technological innovation in regards of digital marketing. The influence of the technology has numerous impacts on the industry as compared with the other sectors, most of the hotel has introduced the digital marketing platform to attract and promote their product and services to their potential customers. Digital marketing is something more than an advertisement on Television or in newspapers; it has opened several new channels for marketing and revolutionized the industry. Apparently a good proportion of people spend their time online searching for various spots in terms of travelling, accommodation, dining and exploring new places.

Marketing has become a complex word to define in today's world, the reason being it's always changing and have a dynamic nature. There are a lot of factors which are affecting the marketing in present era which includes rapid growth in technology, extinctive market competition, inflation, rising number of unemployment, etc. The above stated factors has made the marketing people to be more specific & target oriented in their decision making phase to achieve the marketing goals set by the company. Due to tremendous growth of internet, digital marketing has become very popular all over the globe in every major sector including the hospitality sector which is affected a lot.

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