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Abstract

Digital marketing is the promotion of products or brands through online. In recent days the demand of digital marketing in hotels has become increasingly high with Social Media Marketing (SMM) which works with social networking sites and Search Engine Optimization (SEO) making the website to appear in search results with advertisement on Google and online magazines by search engine marketing (SEM), video marketing through you tube and websites are types of digital marketing. Searching hotels through online by computers and mobile with the hotel websites is the new trend of digital marketing and it makes the possibilities to enhance the local search on hotels by giving required content, User profiles, managing citations and in search results. The aim is to study the role of digital marketing in hotel industry. This article is also focused to identify which type of digital marketing will work best with hotel industry.

Keywords: Digital marketing in hotel, search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), video marketing, property management system (PMS), global distribution system (GDS), central reservation system (CRS), Internet distribution system (IDS).

1. Introduction

Digital marketing has made a remarkable change in marketing industry and opened new channels for selling products, like social media marketing (SMM), by internet and mobile applications and search engine optimization (SEO), to advertising on Google and online magazines by search engine marketing (SEM) competition from intermediaries like travel agents, tour operators will be there for all hotels because they are one of the source who brings guest to hotel with help of their advertisement media and their behaviours in determining their customer search according to location and facilities based on the intensity of market competition. (YupinYang. e Qiang Steven Lu. GuantingTang JianPei 2015), online videos through you tube hotels can market their facilities precisely by showing their rooms, restaurants, banquet hall, spa, fitness centre, bar, coffee shop, etc., It is a enhancing source to get more familiar and clear in social networking sites with a best video of facilities on a hotel website will improve content for watching and reading for online visitors, frequent visits, commitment for considerable better growth in website. As well as a better picture of hotel location and facilities is mandatory. Hotels are interested in making required steps to customize their approach in guest interaction to develop a new marketing competence and it will be helpful in enhancing guest satisfaction (ZhanWang , Hyun GonKim 2017). By knowing the customer needs brands becomes less powerful as customers getting information through online. During holidays hotel restaurant has to have the day's special on menu and then taking a video of food preparation done by the chef of the kitchen and to introduce the hotel special dishes and giving short offer during holiday that these dishes available on Hotel menu for a short period hotel. This is a right way to promote hotel by online, for the

guest who is already staying in your hotel and the guest who are interested to visit restaurant which is close to their place.

2. Materials & methods

Qualitative and quantitative methods of research were used to collect the data for this research. A total of 50 questionnaires were distributed randomly but only 40 were completed and used for analysis. This study was carried out from May 2017 to Jan 2017 at 5 Star Hotels in Chennai. The Statistical Package for Social Sciences (SPSS 21 version) and AMOS were used for data analysis to conduct and the Secondary Data has been collected by literature survey.

Social media marketing

Social Media acts as a bridge in marketing products and services to various types of organizations and companies throughout the world with the help of mobile phones, facebook, twitter, blogs, Google+, LinkedIn, Instagram, YouTube. It works by attracting contents or required content given in website that drives the attention in social media sites with the attracting contents, it encourage readers to share their views across the social network providing information of organizations, Institutions and companies to the potential consumers, in turn it also supplies the consumer's information to the sellers. In hotel industry social media has become a source of marketing their products like, rooms, breakfast, lunch and dinner buffet, Spa and further more facilities to the consumers. Social media acts as a bridge between users and visitors or viewers also helps in interacting with each other through online for sharing their information and opinions about the hotel. Online networking sites like Instagram, Twitter and Facebook has spread to all luxury hotels for the purpose of

advertisement and evaluation in turn it helps in enhancing business capabilities. (Angella Jiyoung Kim & Eunju Ko 2012). Hotels has to find new form of technologies which helps in maintain the hotel presence on social networking sites as well as with online companies (OTAs) in order to increase hotel sales (Alessandro Inversini ,Lorenzo Masiero 2014).

Search engine optimization (SEO)

Optimizing a hotel website will be helpful in getting a better hotel business. It is a technique of getting the website in search engine results and this process works with the key words and about the website frequency in search engine listings. The higher ranked website is by the number of visitors, visited the website frequently on the search results page, and how many times frequently a site appears in the search results list, It will help in getting more visitors to your website, and these visitors will be turned in to hotel guest. SEO may focus on different types of search, including word search, local search, video search, Image search, institutional search, In hotel the location, facilities and some news related with the hotel will generate the traffic to a hotel web site and also with the help of SEM tools in order to improve web site traffic. Every hotel need to have a website and it is becoming necessary for making the hotel visible through online and the main aim of that website is to attract the traffic to a specific hotel web site with the help of online tools. (Sarah Quinton, Mohammed Ali Khan, 2009).

Video marketing

To make an effective Video marketing, it is required to identify through which media you want to focus. The more routes you prefer to share them on online the more exposure it will get. It is better to share these videos on social media network then through email. The best part is adding videos into the hotel's website in order to highlight and boost, online visitors will always prefer to stay on website for long time only when a website have a video related with their search and it also enhance website's quality, Hotels will not have proper interactions with the guest on providing accurate and timely information without website and will also miss a potential and prospective guest without having proper photos and videos of hotel. Hoteliers would be well served with videos on networking sites to advance their position for a better appeal to guest and receive a phenomenal benefit out of that (Virginia Phelan Kelly, Chen Hsiang-Ting, Haney Matthew, 2013). Hoteliers can produce a video with their unique facilities, decor, ambience and specialities. The videos created by hoteliers need be updated on every year; which will improve the status of hotel in regard with digital marketing trends and also in formulating marketing strategies.

Property management systems (PMS)

PMS, it is a comprehensive software application used to cover some basic objectives of hotels. These property management systems are not only storing and sharing the data's of hotel, it also acts as a bridge in digital marketing for hotel by taking reservation through website with discounts and offers and sending automated confirmation mails to the guest. It is an important tool in developing hotel business with the help of global distribution systems which work remotely (GDSs), the other one is Internet distribution systems (IDSs) which represents your website, and central reservation systems (CRSs) helps in reserving the rooms of hotel rooms across the globe. GDSs, this software helps in collecting, processing and forwarding the information generated by the guest to Hotel, tour operators. Sabre is the best and largest known worldwide GDSs, international Amadeus Galileo, and world span. The most influencing and representing the hotel website are IDS and sell accommodations by overnight on a commission basis. It also helps in collecting guest details on bookings and connects directly with property management system through GDSs.

Most importantly an effective property management system is becoming even more useful in accessing data from an increasing number of sources for hotel. The large amounts of data generated on social media's like Facebook, Instagram, Whatsapp and Twitter can reveal priceless insights into customer attitudes and preferences towards their product. Hotels can utilize Big Data analytics to categorize data and gain valuable knowledge of consumer sentiments toward their firm and competitor organizations. By having a property management system (PMS) that integrates KM, social media, and Big Data technology better positions businesses to extract, store, and utilize knowledge more effectively .There are many property management systems are available in market which could be designed according to the size and type of the hotel but not all hotels are afford to buy due to its expensive cost.

3. Literature review

According to Susan Sweeney, CA. States that your website once completed you need to submit to search engine directories, where it must be found easily by your customers and prospective clients. You need to be listed in many search engines as possible. Who knows which is the preferred directory or search engine of your potential visitor? When people conduct internet searches they rarely go beyond the first few pages of results. You need to appear in the top 20 search results to be noticed.

According to Jatashankar R. Tiwari. Hotel is a place that has undergone an outstanding change in the past two decades with the arrival of computers. The internet is growing so fast that people now find it easier to plan their holidays online than in person. Computers are used in hotels for various reasons. In hotel front office, computers are equipped with Hi-tech software called PMS. A hotel PMS may interface with websites used in guest bookings and online reservations.

According to Jerry & Vijay Mahajan. Information technologies created new medium in relationship with selling hotel products. Guest can receive quality information on their desired interest through digital technology more easily.

According to Melody ciria. Optimization has become a major task for hotel and now as a necessity. The use mobile apps connect with website and compatible to mobile booking engine. Reservations from smart phones has shown a huge rise in recent times.

According to PR Smith and Dave Chaffey. The majority of web users state that they use search engine to find in information to know about the hotel. If the hotel is not registered with the search engine, you may find it difficult to get a prospective guest unless they knew your web address

According to Rafi A Mohammed Robert J. Fisher, Bernard J Jaworski, Aileen M. Cahil. The online marketing is done in many stages. The operation starts with the formulation of a business – strategy, then it continues to knowing about the market opportunity, formulating and making a marketing strategy should only with the guest experience, Making the marketing program by designing the customer interface and evaluating the marketing programme as a whole.

According to Judy Strauss and Raymond Frost. The strength of the online networks by targeting the main source like email and web content by using databases, it has the ability to track advertisement effectively, message length and delivery timing depends upon the flexibility, Internet and social networking sites is one of the major sources to reach international market with one message.

4. Findings

Search engines are playing a primary role in developing hotels business by optimizing hotel websites with the videos and pictures about their facilities, location and group they are franchised with and also they get business by Airlines, tour operators and travel agents with their websites. Results are based on the interpretation

of data collected by the hotels in Chennai.

5. Conclusion

Benefit of doing Digital Marketing is low cost and good in promotional material. Optimizing the hotel website frequently will get a better hotel business. By this method hotel website appears in search engine results and according to the frequency it will get ranked. Videos are the good source for digital marketing in hotel industry. If hotel has a promotional video that can be precede doing with you tube & Instagram, hotel marketing expert need to shoot a video with a marketing strategy according to hotel property. During weekends a video of hotel that can highlight the restaurant with a day's special on their menu and an interview of the hotel chef about the hotel specialities and preparation method of these dishes in the kitchen. Selecting a proper PMS by knowing the requirement of the hotel and compatible with online is a major task because it helps in getting and keeps the rooms always occupied, it works with the help of hotel website.

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