IMPACT OF MODERN MARKETING ON MOTELS AND HOTELS

Mrs. Soundarya S

Abstract

The purpose of this study is explores the impact of emerging technologies—including virtual reality, voice search, artificial intelligence (AI), robotics, and the Metameres—on hotel sales, marketing, and revenue optimization. The method of this paper The paper combines insights from articles published in the *Journal of Hospitality and Tourism Technology* and industry case studies. It examines how innovative technologies are integrated into hotel sales, marketing, and revenue strategies while emphasizing the role of fundamental practices for long-term success.

The findings suggest that hoteliers must strike a balance between adopting innovative technologies and sustaining traditional marketing fundamentals. This integrated approach ensures competitiveness and drives sustainable revenue growth in an ever-evolving hospitality landscape.

By bridging the gap between academia and industry, this paper provides actionable insights for hoteliers and practitioners. It highlights the importance of balancing technological innovation with foundational strategies, advocating for an integrated approach to hotel sales, marketing, and revenue optimization. This approach is also relevant for other hospitality and tourism venues working in tandem with the accommodations sector.

This paper offers actionable insights for hoteliers and professionals in the field. It underscores the importance of combining technological advancements with core marketing principles, advocating for an integrated strategy in hotel sales, marketing, and revenue optimization. This approach can also be adapted by other sectors within hospitality and tourism that collaborate with the accommodations industry.

By analyzing the potential benefits and challenges of these technologies and examining successful case studies, this study provides actionable insights and practical recommendations for hoteliers seeking to optimize their marketing strategies and drive revenue growth. It also underscores the enduring relevance of traditional sales and marketing strategies, often mistakenly dismissed as outdated or separate from technological advancements. Indeed, technological sophistication can greatly enhance traditional approaches, creating a synergistic strategy that ensures sustained success in the highly competitive hospitality landscape.

Keywords – Hospitality industry, Emerging technologies, Hotel sales and marketing, Revenue optimization, Virtual reality, Artificial intelligence (AI) catboats, Metameres.

Introduction:

A hotel is a larger establishment designed to provide lodging, meals, and other services for travelers. Hotels are often located in urban areas, near business districts, tourist attractions, or airports.
Structure is Multi-story buildings with interior hallways leading to rooms.
Amenities: Hotels typically offer a range of amenities such as:
Restaurants, bars, or room service. Fitness centers, swimming pools, spas, and conference rooms. Concierge services and daily housekeeping.
Target Audience are Business travelers, tourists, and families looking for a full-service experience. Cost is Generally higher than motels due to more amenities and services.
Motel

A motel (short for "motor hotel") is a smaller, simpler lodging option, often designed to accommodate travelers who are driving. Motels are typically located along highways or in suburban areas.

Structure is Single or double-story buildings with rooms that open directly to a parking lot or outdoor corridor.

Amenities are Motels offer fewer amenities, focusing on basic necessities like A bed, bathroom, and TV.

Parking near the room. Some may have small breakfast offerings or vending machines.

Target Audience are Road trippers, budget travelers, and those seeking short-term stays.

Cost are Generally more affordable than hotels due to fewer amenities and services.

Key Differences

Aspect	Hotel	Motel
Location	Urban or tourist areas	Highways or suburban areas
Structure	Multi-story, interior access	Single/double-story, exterior access
Amenities	Full-service	Basic
Price	Higher	Lower

This research aims to explore the role of these emerging technologies in shaping the future of hotel sales and marketing. Within an increasingly dynamic and competitive industry, adopting cutting-edge strategies is essential to maintaining a competitive edge. For the purposes of this study, the term "hotel" broadly encompasses the entire accommodations and lodging sector, including select-service hotels, full-service properties, resorts, casino hotels, shared lodging, and other venues offering overnight stays or services such as meeting spaces and in-room amenities.

The hospitality industry is experiencing an era of intense competition, elevating the importance of the sales and marketing function to unprecedented levels. Coupled with advancements in revenue optimization, this has driven a rapid evolution in strategic processes aimed at enhancing performance. Developing innovative programs that increase occupancy while optimizing the use of facilities and services in a revenue-maximizing manner has become a priority for hoteliers striving to boost return on investment (ROI) and gross operating profit (GOP). A critical factor fuelling this transformation is the integration of advanced digital technologies into hotel marketing strategies.

Objectives
- To anatomize the elaboration of marketing strategies in the hotel and motel industry.
- To examine the impact of digital marketing tools and platforms on hostel and motel bookings.
- To assess the role of sustainable practices Andean-friendly initiatives in marketing strategies.
- To assess the impact of dynamic pricing and revenue management strategies on profitability.

1.**To anatomize the elaboration of marketing strategies in the hotel and motel industry.**

To understand the elaboration of marketing strategies in the hotel and motel industry, it is essential to break down the key components that contribute to attracting and retaining guests. These strategies involve a mix of digital innovation, traditional methods, and personalized customer engagement, all tailored to meet the needs of different market segments. Market segments is a fundamental step, focusing on identifying and understanding the target audience. Hotels and motels must analyze customer demographics, such as age, income, and travel purpose, alongside psychographics, including preferences and motivations. This enables properties to cater specifically to business travelers, families, or solo adventurers while considering geographic and economic factors that influence travel behavior.

Digital marketing plays a pivotal role in today's industry. Hotels utilize optimized websites with seamless booking systems, implement search engine optimization (SEO) to enhance visibility, and engage guests on social media platforms. Paid advertising, including Pay-Per-Click (PPC) campaigns and retargeting ads, further boosts online presence, ensuring potential customers are drawn to their offerings.

An effective Customer Relationship Management (CRM) system is critical to fostering guest loyalty. Loyalty programs, personalized email campaigns, and robust feedback mechanisms allow properties to create long-lasting relationships with their clientele. Acting on guest feedback also helps improve service quality, leading to higher customer satisfaction.

In terms of **revenue management**, dynamic pricing models are employed to adjust room rates based on demand, seasonality, and competitor analysis. Hotels and motels often promote upselling and cross-selling strategies, offering

guests additional services such as spa treatments or exclusive dining options. Promotions and package deals are another way to attract cost-conscious travelers.

While digital approaches dominate, **traditional marketing** remains relevant. Collaborations with travel agencies, event organizers, and local businesses help drive bookings. Print media advertisements and local networking efforts further ensure visibility in the community and beyond.

A key element of marketing involves enhancing the **guest experience**. This includes highlighting the property's unique selling proposition (USP), such as eco-friendly practices or boutique amenities, and offering value-added services like free Wi-Fi or concierge support. Incorporating local culture through curated experiences or regional events creates memorable stays that resonate with guests.

Online reputation management is indispensable in a digital-first world. Managing reviews on platforms like TripAdvisor or Google Reviews and responding professionally to feedback—especially negative reviews—helps maintain a positive image. Collaborating with influencers or bloggers also boosts credibility and draws in new audiences.

Finally, hotels and motels must adapt to **emerging trends** to stay competitive. Marketing eco-friendly practices, integrating smart technology for a seamless guest experience, and creating unique experiential offerings are increasingly important. These trends not only attract modern travelers but also establish the property as a forward-thinking brand in the hospitality industry.

By combining these strategies, hotels and motels can effectively market their services, enhance customer satisfaction, and build strong, lasting relationships with their guests.

Literature review

1. **To anatomize the elaboration of marketing strategies in the hotel and motel industry.**

1.1 REVIEW PAPER 1

The study of modern marketing of hotel and motel with reference of 'ANIL BILGIHAN AND PETER RICCI' Purpose This paper aims to explore the impact of emerging technologies, such as virtual reality, voice search, artificial intelligence, robotics and the Meta verse on hotel sales, marketing and revenue optimization.

Developing innovative programs to increase occupancy while optimizing the use of hotel facilities and services with a revenue-enhancing fashion has become essential for hoteliers seeking to enhance their return on investment and gross operating profit (GOP)and (ROI).A pivotal factor driving this transformation in the incorporation of advance digital technologies into hotel marketing strategies

1.2. REVIEW PAPER 2

The above objectives of modern marketing review with the reference of 'Shan Liang College of Tourism and Hotel Management, Wuhan Business University, Wuhan, Hubei Province, Hotels should prioritize the integration of network resources to develop robust official websites that facilitate direct bookings. User-friendly websites showcasing comprehensive hotel information and key products can significantly enhance the booking experience. Seamless reservation functionalities must be implemented to ensure quick and convenient room bookings. Additionally, assigning dedicated staff for website maintenance and customer support can ensure smooth operations and timely assistance. By strengthening their official websites, hotels can reduce reliance on third-party platforms, boost direct sales, and enhance their brand image.

WeChat provides hotels with an effective platform to connect with customers, reduce dependence on OTA (Online Travel Agency) channels, and expand their customer base. Through WeChat Official Accounts, hotels can share tailored promotional offers and discounts that resonate with their followers' interests. Avoiding generic content and focusing on authentic, data-driven insights ensures relevance and practicality. Furthermore, developing WeChat membership programs allows hotels to build loyalty by enabling direct room bookings and offering reward points that guests can redeem for hotel services. This approach not only enhances customer satisfaction but also reinforces the hotel's brand identity. To increase occupancy and drive direct sales, hotels must adopt a diversified approach to online distribution.

By utilizing multiple platforms, hotels can reach a wider audience while balancing third-party distribution with direct sales efforts. A well-rounded strategy ensures broader market penetration and long-term sustainability.

2. To examine the impact of digital marketing tools and platforms on hotel and motel bookings

Digital marketing has completely changed how hotels and motels attract and book guests. These tools make it easier to reach the right people, showcase services, and increase reservations. **Better   OnlineVisibility is** With SEO (Search Engine Optimization), hotels and motels can appear at the top of search results when travelers look for places to stay. This helps more people find their websites and book directly.**Social Media Engagement:** Social platforms like Instagram and Facebook allow hotels to share beautiful photos, promotions, and updates. Engaging with followers through posts, comments, and reviews buildstrust andattractsbookings.**OnlineAdsanRetargeting:** Ads on Google or social media help target travelers searching for accommodations. Retargeting ensures visitors who didn't book the first time see reminders, encouraging them to return and complete their booking.**EasyOnlineBooking:** Booking engines on hotel websites and platforms like Booking.com or Expedia make it simple for guests to reserve a room. These systems help manage reservations and prevent double-booking.**5PersonalizedOffers:**Hotels can use guest data to create personalized offers, such as discounts for repeat visitors or special deals based on previous stays. This makes guests feel valued and encourages loyalty.**6. ManagingOnlineReviews:**Platforms like TripAdvisor and Google Reviews let guests share feedback. Hotels that respond to reviews—both good and bad—show they care, which improves their reputation and attracts more guests.

As technology continues to revolutionize consumer behaviour in searching for and booking accommodations, hoteliers must adapt to leverage these emerging opportunities. This research introduces and evaluates innovative technologies that hold significant potential to impact hotel revenue generation. Specifically, it investigates how technologies such as VR, voice search, AI catboats, and the Metameres can be effectively integrated with traditional marketing strategies to create a comprehensive and competitive approach.

By analysing the potential benefits and challenges of these technologies and examining successful case studies, this study provides actionable insights and practical recommendations for hoteliers seeking to optimize their marketing strategies and drive revenue growth. It also underscores the enduring relevance of traditional sales and marketing strategies, often mistakenly dismissed as outdated or separate from technological advancements. Indeed, technological sophistication can greatly enhance traditional approaches, creating a synergistic strategy that ensures sustained success in the highly competitive hospitality landscape

2.1 Review paper 1

The objective of marketing tools done with the reference to 'Influence of digital marketing in hospitality sector: A study with reference to hotel industry Dr. Hemanth Kumar'

Digital marketing utilizes mobile devices, social media, the internet, search engines, and various other platforms to reach customers. Marketing experts like Ryan (2016) and Chaffey and Ellis-Chadwick consider digital marketing a groundbreaking approach that requires a new method of engaging with consumers, contrasting it with traditional marketing strategies. According to Chaffey and Ellis-Chadwick (2019), digital marketing combines modern tools and traditional communication methods to achieve marketing objectives. It is an advanced form of advertising that delivers relevant information to customers through diverse digital channels.

While there are no significant differences between traditional and digital marketing in terms of industry goals, the key distinction lies in the methods of communication and information delivery. Digital marketing stands out for its more innovative approach to engaging customers and presenting information .

2.2. Review paper2

This information have taken from Gagandeep Soni[*], Sarah Hussain[†], & Saima Kareem

The rapid advancement of technology has brought about a paradigm shift in various industries, and the hospitality sector is no exception. The advent of digital marketing has ushered in a new era of opportunities and challenges for hotels, redefining the way they engage with customers, promote their offerings, and stay competitive in an increasingly dynamic marketplace. This study delves into the profound influence of digital marketing within the hospitality sector, with a specific focus on its implications for the hotel industry. As travelers' behaviors and preferences evolve in the digital age, understanding how digital marketing strategies shape guest experiences, brand perceptions, and revenue streams has become paramount. By investigating the multifaceted interplay between digital marketing and the hotel sector, this study seeks to uncover the intricate dynamics that drive success in the contemporary hospitality landscape. With the growing prevalence of online platforms, social media, and mobile applications, this study aims to illuminate the strategies that hotels employ to harness the potential of digital marketing, and how these strategies resonate with the ever-changing expectations of modern travellers.

3. To evaluate the role of sustainable practices and eco-friendly initiatives in marketing strategies.

The Role of Sustainable Practices and Eco-Friendly Initiatives in Marketing Strategies

Sustainable practices and eco-friendly initiatives have become key components of marketing strategies in the hotel and motel industry. Travelers increasingly prefer accommodations that align with their environmental values, making sustainability a powerful marketing tool.

Attracting Conscious Travelers are Promoting eco-friendly practices like energy-efficient systems, waste reduction, and the use of renewable resources appeals to environmentally conscious guests.

Enhancing Brand Reputation is Certifications like Green Key or LEED demonstrate a commitment to sustainability, boosting credibility and attracting positive attention.

Cost Savings and Value Messaging is Sustainable initiatives such as reducing water and energy consumption not only save costs but also convey a message of responsibility, which resonates with modern travellers.

3.1 To evaluate the role of sustainable practices and eco-friendly initiatives in marketing strategies

Review paper taken from '**gandeep soni and sarah hussain samima kareem**' the adoption of environmentally-friendly green initiatives in hotels positively influences customer satisfaction. Additionally, the study highlights the critical role of green practices in fostering customer loyalty, with customer satisfaction acting as a mediator in this process. A model illustrating the positive impact of hotel employee training on environmentally-friendly practices has also been proposed. Interestingly, the willingness to pay for these green initiatives presents a contradictory result, as the majority of guests expect hotels to cover the costs of implementing such initiatives.

3.2 Review has taken from 'Decision Framework for Eco-Friendly Hospitality: A Sustainable Future for Hotel Industry in High-Altitude Regions

'This study explores customer preferences for eco-friendly services in hotels and provides strategies for hotels to meet these demands in mountainous tourism areas of Pakistan. The findings reveal that, among the nine sustainability attributes of hotels, consumers prioritize energy and water efficiency, as well as the use of environmentally sustainable products. Additionally, the study's House of Quality (HOQ) analysis indicated that hotel operators should focus on strategies such as "waste reuse and recycling," "adopting energy-efficient techniques and technologies," and "using recycled materials" as top priorities during the design phase. This study provides a decision-making framework for hoteliers, policymakers, and government officials to incorporate sustainable practices in hotels, specifically in mountain tourism destinations in Pakistan.

4. To assess the impact of dynamic pricing and revenue management strategies on profitability.

In terms of **revenue management**, dynamic pricing models are employed to adjust room rates based on demand, seasonality, and competitor analysis. Hotels and motels often promote upselling and cross-selling strategies, offering guests additional services such as spa treatments or exclusive dining options. Promotions and package deals are another way to attract cost-conscious travellers.

4.1 Review Paper 1 with reference to dynamic pricing for hotel revenue management using price multiplers

Abd el-moniem – bayoumi, mohmed saleh ,amir F.Atiya and haba abdel aziz.

hotels and motels are set dynamic pricing system for hotel rooms. Our model employs price multipliers, offering flexible discounts or premiums within certain ranges, based on a seasonal reference price. The system's transparent design, which outlines the variables influencing pricing, helps address any concerns hotels may have regarding uncertainty in outcomes. Initially, hotel managers can implement relatively narrow bands for allowable price adjustments until they gain confidence in the system's effectiveness. Additionally, some of the relationships between the four key influencing factors—hotel capacity, time to arrival, length of stay, and group size—can be customized or omitted based on the hotel's preferences.

While custom-built pricing systems may be ideal, they are often impractical and costly. Therefore, our proposed model strikes a practical balance, offering a tailored solution without the expense of fully custom systems. The model incorporates a Monte Carlo simulator, which accurately emulates the hotel's operations. Unlike many existing models that rely on simplified approximations to generate solvable formulas, our approach provides a detailed simulation, ensuring accuracy.

4.2 Review Paper 2:

This objective refered by ing Gao, Department of Tourist Management, Zibo Vocational Institute, Optimizing hotel revenue management through dynamic pricing algorithms and data analysis

Revenue management involves optimizing the use of consumable assets, such as airline seats, cruise line berths, hotel rooms, rental cars, and broadcast advertising slots, to maximize profits in the short term, while keeping expenditures nearly fixed. These resources can be managed either exclusively through expense optimization or in conjunction with price optimization, the latter serving as a preprocessor for implicit price optimization . In the hotel industry, IPO is implemented by offering specific combinations of room prices, entry fees, length of stay, amenities, and purchase restrictions tailored to particular room types. A price is determined by the combination of purchase constraints, room pricing, and amenities.

Implicit price optimization occurs when only selected service packages are made available for purchase at certain times—such as higher-priced packages during peak demand periods. This indirect approach effectively manipulates prices to increase revenue over a short period. In contrast, explicit price optimization dynamically adjusts the prices of service packages, setting the pricing for the next IPO. Both explicit and implicit price optimization involve determining

the effective capacity levels for perishable assets in relation to each service package tied to a specific asset type, like a hotel room configuration.

To prevent unsold rooms, hotels often use a slightly larger effective capacity in the IPO model to account for cancellations and no-shows. This process is known as overbooking, and the pricing optimization process associated with managing this effective capacity is referred to as allocation. Modern RM systems integrate allocation, overbooking, and explicit pricing optimization, with overbooking being the second module after price optimization. Older systems focused primarily on allocation and overbooking, often prioritizing overbooking.

For companies adopting these decision-support technologies, the outcome is typically a 6% increase in revenue, with adaptations for rental properties leading to an 8.7% boost. Thus, enhancing an RM decision support system offers significant potential for improving financial performance. Allocation and overbooking are typically executed using stochastic dynamic programming methods.

Conclution ;

In conclusion, the evolution of marketing strategies in the hotel and motel industry highlights the growing importance of integrating advanced technologies, digital platforms, and sustainable practices to enhance profitability, customer satisfaction, and brand positioning. Emerging technologies like artificial intelligence, virtual reality, and the Metaverse are reshaping how hotels engage with customers, optimize revenues, and improve operational efficiency. Simultaneously, the adoption of digital marketing tools such as mobile devices, social media, and online booking platforms enables hotels to better target their audience, streamline customer interactions, and enhance the booking experience.

the shift toward sustainable practices and eco-friendly initiatives in hotels has proven to positively impact customer satisfaction and loyalty, suggesting that sustainability is not only a responsible approach but also a competitive advantage. As hotels embrace dynamic pricing and revenue management strategies, such as implicit and explicit price optimization, they can further improve revenue generation while maintaining optimal service quality.

the hotel industry must continue to adapt and innovate by integrating cutting-edge technologies, diversifying digital marketing strategies, prioritizing sustainability, and leveraging dynamic pricing models. These strategies are essential for ensuring long-term profitability and meeting the ever-evolving expectations of modern travelers.

Experiential Marketing is Offering eco-themed experiences, like nature tours or organic dining, enhances guest satisfaction while reinforcing the brand's green image. Competitive Advantage of Hotels and motels with visible sustainability efforts differentiate themselves in a crowded market, attracting a growing segment of eco-conscious consumers. Incorporating sustainability into marketing strategies not only benefits the environment but also enhances brand loyalty, attracts new guests, and ensures long-term profitability.

For companies adopting revenue management decision-support technologies, the outcome is typically a 6% increase in revenue, with adaptations for rental properties leading to an 8.7% boost. Thus, enhancing an RM decision support system offers significant potential for improving financial performance. Allocation and overbooking are typically executed using stochastic dynamic programming methods. **Mobile-Friendly Options:** Many travelers use their phones to book hotels. A fast, easy-to-navigate mobile website with payment options ensures guests can book quickly without any hassle. Digital marketing helps hotels and motels stand out, connect with guests, and boost bookings. By using tools like social media, ads, and online booking systems, properties can stay competitive and grow their business effectively.

Reference:
1)https://www.researchgate.net/publication/374501638_The_new_era_of_hotel_marketing_integrating_cutting-edge_technologies_with_core_marketing_principles_New_era_of_hotel_marketing
 2)Research on Marketing Innovation of Resort Hotels under the Background of "Internet +" Shan Liang College of Tourism and Hotel Management, Wuhan Business University, Wuhan, Hubei Province, China. BGW376.docx

3) Influence of digital marketing in hospitality sector: A study with reference to hotel industry Dr. Hemanth Kumar V
DOI: https://doi.org/10.22271/27069583.2024.v6.i1a.8

4)https://www.researchgate.net/publication/370028241_Environment_Friendly_Practices_Adopted_in_Hotels_and_their_Impact_on_Customer_Satisfaction_A_Critical_Review_of_the_Literature_and_Research_Implications_for_the_Hospitality_Industry

Gagandeep Soni [*], Sarah Hussain [†], & Saima Kareem
5)https://www.researchgate.net/publication/258237934_Dynamic_pricing_for_hotel_revenue_management_using_price_multipliers

6) 2)ing Gao, Department of Tourist Management, Zibo Vocational Institute, No. 506, Unicom Road, Zhoucun District, Zibo 255314, Shandong Province, China. Email: 13335233189@163.com
7)research paper on modern marketing in motels and hotels in India - Search
https://www.ijfmr.com/papers/2024/2 /16861.pdf