Branding of Indian Hotel Industry
(With Use of Digital Marketing)

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ABSTRACT

It will be necessary to build a strong hotel brand, because technology is increasing the level of consumers' expectations. Success will depend on how much the hotel will invest and customize digital marketing strategies to improve every aspect of its brand, because how your customer see it, the hotel is important for businesses. Apart from this, the selection of the other customers can be set up a preference on their decision rather than a hotel among brand customers. The brand can be defined as intangible assets that help to achieve strategic benefits and generate financial value for their ability to generate revenue. A well-established brand came from the brand of marketing efficiency and performance related to that brand. In general, the main factors that generate revenue are customer loyalty, brand expansion and better marketing efficacy. With brand awareness, brand loyalty, alleged quality and brand image, a hotel price can take advantage at the value of the brand through the premium, reduction in value elasticity, increase market share, and fast brand expansion. Customer travel is developing, so businesses need to change their approach to measure digital marketing ROI. The hotel always gives various marketing practices to improve the performance of its business. From the social synergy to the effect of mobile search, digital marketing in 2015 is a new scenario of creative engagement, intuitive integration and customer travel. This paper analyzes the landscape of digital marketing for the hotel industry. To complete the first purpose of the paper, the analysis of the hotel industry on the basis of Star Criteria is done in the special context of marketing practices seen during the last six years. For the second purpose, the review of fundamental digital marketing is to understand why it is important for hotels. The focus is mainly to find out how digital marketing is divided using a some cases as examples.

KEYWORDS

Digital Marketing, Continental, Reputational, Personality, Performance, Reputation, Marketing,

INTRODUCTION

The brand's value for potential buyers and investors is taken into account. Hotel companies are merging Marriott, Hilton, and Inter Continental Hotel Group are giving rise to multinational brands. Hotel brands can have a collection of five or more hotels that share the same brand personality. A sub-brand is a brand that is connected to the original brand but its brand name. Customers prefer branded hotels because they guarantee consistent guest experience regardless of the city or country. Managers should understand how passengers see their brand, how competition is the competition,

and it should decide which work and investment are done to create a reliable, specific brand. Apart from this, they have to lead the employees and to motivate them to constantly meet the promises of the brand. Reputation can be defined as stability between the expectations and experience of experience. Brand reputation shows how people feel about a company, products or services. After this, with the beginning of Trip Advisor and other OTAs, online reputation has become the key to determining performance in the hotel industry. Generally, it is measured through passed the ratings provided by online reviews. Measuring brand reputation is actually complicated because the traveller reviews of the market instead of the brand.

OBJECTIVE OF THE STUDY

1. To examine industry structure with specific reference to marketing communication
2. To get insight into digital marketing as a key component of hotel marketing strategies
3. Using digital marketing, to review hotel's case studies

LITERATURE REVIEW

In this study, **Deepika KC,** vents anger over litter bugs in Karnataka tourist centers, (Bengaluru, 2018) causes concerns raised by Karnataka's citizens due to crowds, which destroy popular destinations and most affected coastal and mountainous areas. The author brought the anger of residents on the aggressive publicity of Karnataka tourism in the state. In August September 2017, the people of the local people who condemned the dustbin at popular places started viral on social media. The author focused on its influence on tourism and Coorg, where the track jam was seen in 2017 for the first time. Some volunteer programs like Western Ghats Suraksha Abhiyan Program in the article are also highlighted, which came with a unique plan to embarrass the burden bugs. It is clear that anger is against tourism but not rather against irregular tourism.

The Author **Durgamohan** survey the issues and possibilities of Hampi festivals in the cultural and economic importance of our Hampi festivals (Bradford, 2015). The festivals are an integral part of cities of cultural and socially India. One such festival is the firmly festival, which was prevalent in the Vijayanagars empire, he light up the resurrection measures made by the Karnataka government for this festival. The author adopted the focus group discussion with the folder of the festival to find the cultural and economic effect of the Hampi celebration. They also recommend in relation to improving festivals.

The authors, **Karanth, DeFries, Srivathsa and Sankarman** spoke about a growing incident about wildlife tourism in the capacity of a conversation constituency, Cambridge: 2012), their study, Wildlife tourism in India's growing economy, especially in emerging economics like India. Park data shows that most visitors are Indian citizens. The main reason for watching the parks was the opportunity to see the nature, tiger panthera tigris and natural beauty. Their results indicates the possibility of support for domestic wildlife tourism development and interaction between visitors, but lightly reveals the need for increasing education and awareness on the difficult realities of negotiation.

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Authors, **Keitzmann, Hermkens, McCarthy and Silvestre,** in their articles, social media? Get serious! Understanding the functional construction segments of social media, (Amsterdam: 2011) believes that traditionally, the use of the Internet using the Internet and services, using the Internet and the purchase. However, the customer is using platforms like sites, blogs, social networking and wiki materials to create, modify, sharing, and discuss the internet content. This represents the social media event, which can now afford a firm reputation, sales and existence.

Author **Roy and Tisdell** in their articles in India and financial development of India. (New York: 1998) is the opinion that India has more to provide international visitors to various agents compared to any other country of the world. He highlighted that the culture is important for attracting most foreign visitors, he also highlights that the various natural resources of the country provide an excellent setting for different types of tourism. Although tourism is a major source of foreign exchange in India, the authors believe that the country's ability is not being used completely. It is really true that the culture is a specific factor which brings visitors to a large number.

THE INFLUENCE OF ONLINE TRAVEL AGENCIES

The way of doing reservation in the hotel industry has changed drastically. With the higher level of trust on new methods of online technologies has lead to replacement of the traditional methods of booking through traditional intermediaries with the new type of intermediaries called Online Travel Agents (OTA). They are the online platforms which provide you every kind of that service which we expect to use at the time of travelling somewhere such as Railway or Airline tickets, Hotel Bookings, Car availability and all other kind of services. OTA provide an automatic mechanism which send the hotel booking information to hotel directly and send the credentials to customer. Since such OTA use to enter into contract with the hotels, so hotels gives them priority in booking for their clients, along with updated information for availability of rooms and a handsome amount of commission. OTA through their contract, demands the hotels to provide them most competitive rates to them which OTA can offer to their clients. Here the hotels appoints more than one OTA at a time, so they have to make sure they gives same price to all OTA's otherwise there might be situation of dispute between hotel and OTA. That is why we find almost same price for a hotel on different OTA, except in the case where OTA itself providing a higher amount of Discount. Currently people are using the OTA in greater number as it is more comfortable as against a direct booking between customer and hotel as such direct booking could give a loss to customer. Further on OTA reviews of old customers are available so that potential customers read those reviews and can have opinion about the qualities offered by them. Second the process of booking is simple, and there is a direct confirmation and database of Banks gets updated immediately and user also gets the confirmation directly on his mobile number. With such introduction of OTA in Digital Marketing channel, it becomes Hotels to be in approach of everyone and customer throughout the world can have a look into hotels. The scope of hotels has increased and they can access the potential customer throughout the world and hence it became easy for Hotels to develop their brand in competitive environment too. With the help of the Digital Technology medium the hotels could develop their brand in a very short span.

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RESEARCH METHODOLOGY

The industry structure of the Indian hotel industry can be studied using any one of the three bases of classification of hotels. There are:

- By Star Category

- According to the size (according to the number of rooms)

- According to the star category by the series affiliation,

The Indian hotel industry has been analyzed to understand the structure of the marketing practices. The secondary data was used to understand the digital marketing concept.

ANALYSIS AND INTERPRETATION

In this part, the first purpose made in the paper has been made to achieve the first objective. The structure of the Indian hotel industry has been considered by analyzing the data of the Indian Hotel Industry Survey Report for the duration of 2016-17 to 2020-21 published by FHRAI. Basic Union of India's Hotel Industry Five Star Deluxe This survey includes the whole star of the Five Star, Four Star, Three Star, Two Star, Forest Star and Heritage Hotel.

Market Segmentation & Guest analysis

Table 1.1 Year wise Market Segmentation (All India Average Basis)

Composition	All India Average 2016-17 (%)	All India Average 2017-18 (%)	All India Average 2018-19 (%)	All India Average 2019-20 (%)	All India Average 2020-21 (%)
Airline Staff	1.6	1.3	1.4	1.5	1.1
Corporate/Business Travellers (Domestic)	31.5	29.5	31.5	33.4	30.5
Corporate/Business Travellers (Foreign)	9.5	9.5	10.5	8.8	11.1
Complimentary Guests (Not Chargeable)	1.9	1.7	2.1	1.9	1.7
Domestic Tourist (For Leisure)	17.5	16.5	19.8	21.8	21.1
Foreign Tourist (For Leisure)	7.1	8.5	7.9	8.4	7.1
Meeting Attendee (less than 100)	3.1	3.9	3.6	4.1	3.9
Meeting Attendees (over 100)	6.7	7.1	6.9	7.8	6.9
Tourist Group (domestic)	6.1	6.9	7.2	6.8	7.5
Tourist Group (foreign)	4.4	4.5	4.9	5.1	4.9
Other	10.6	10.6	4.2	0.4	4.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Compiled by Researcher from various resources.

The result of Table 1.1 shows that the Domestic traveller continues to be of importance across all hotels in India. Domestic Corporate/Business Travellers represent the largest percentage of hotel guests over the five years though this segment decreased to 29.50 percent in 2017-18 from 31.5 percent in 2016-17. Domestic

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tourist (leisure) segment though has reflected a marginal decrease of 1.0 percent in 2017-18. But they comprise the second largest segment. In case of foreign tourist (leisure), there is a decrease of 0.6 percent in 2018-19. Domestic tour groups have shown an increasing trend whereas foreign tour groups have shown a declining trend.

Table 1.2: Guest Analysis on All India Average Basis

Composition	All India Average 2016-17	All India Average 2017-18	All India Average 2018-19	All India Average 2019-20	All India Average 2020-21
Domestic guests	76.5%	72.55%	77.85%	77.51%	74.35%
Foreign guests	23.5%	27.45%	22.15%	22.49%	25.65%
Total	100.00	100.00	100.00	100.00	100.00

Source: Compiled by Researcher from various resources..

Table 1.2 declares that domestic guests continue to dominate the market acrossall hotels in India. The percentage of foreign guests has declined to 22.15 percent in 2018-19 as against 27.45 percent in 2017-18.

Sources of Room Reservation

Table 1.3: Sources of Reservations on All India Average Basis

Compositions	All India Average 2016-17 (%)	All India Average 2017-18 (%)	All India Average 2018-19 (%)	All India Average 2019-20 (%)	All India Average 2020-21 (%)
Central Reservation System	2.7	3.9	3.8	4.2	3.6
Direct enquiry/Hotel representative	51.0	51.0	47.5	51.5	47.40
World Distribution System	1.9	2.1	2.5	1.9	2.4
Hotel Website	6.8	7.7	7.2	7.2	8.5
Travel Agents & Tour Operators	20.10	18.5	19.1	21.1	19.10
Other Reservation System	3.1	3.9	3.4	3.1	7.6
Other websites	5.1	5.2	6.3	7.1	6.9
Others	9.3	7.7	10.2	3.9	4.5
Total	100.0	100.0	100.0	100.0	100.0

Source: Compiled by Researcher from various resources.

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Analysis of Table 1.3 reveals that the direct enquiry (51.5% in 2019-20) continues to be the major source of advance reservations at Indian hotels followed by travel agents and tour operators (21.1%). A similar trend could be seen in the past years also. Interestingly, the use of the online reservation system increased to 7.6 percent in 2020-21 as compared to 3.1 percent in 2016-17. The 'other websites' category is gaining acceptance as is evident from the percentage figures of 7.1 percent in 2019-20 as compared to 5.1 percent in 2016-17.

IMPORTANCE OF BRAND BUIDLING IN HOSPITALITY

The success of a business is measured how a brand can develop the significance of its marketing in the client's opinion and how better they can tackle the problems of the client and develop the customer value in the market. It is undoubtedly true that client's faith is supremacy, hence using the services of Digital Marketing Agency could save a lot of the time of the Hotel and will be of a great value in developing the brand awareness and helpful in marketing progress. As far as Digital Marketing of a hotel is concerned there are two basic elements which is compulsory. The first one is website must be user friendly and practical. The second one is that every part of the content of the website must be genuine. In Competitive market it is a prerequisite to be on Top on the chart and to be updated regarding the latest Marketing strategies in the hotel industry. In case we do not change our policies or strategies according to such market trend, it is quite possible that we could lack to performance and there will be a risk of falling behind. Irrespective of the size of your hotel or level of brand it is essential to follow the market trend and to assess how business can grown and earn profit by establishing such policies and strategies and evolving the new trends and use them in digital marketing to secure more profitable position. Also, a good brand of any Hotel helps to improve the sales and revenue and customer even takes interest in paying a higher premium for Hospitality services if he is ensured that brand will definitely give a quality level of service. Also the Hotel reputation improves and increases with the passages of time and increasing in the scale of the chain. The improvement in reputation of the Hotel across the brands is almost 4 times higher than change in scale level of chain hotels. This results because online status belongs to the whole brand rather than a particular hotel location.

CONCLUSION

Indian hotel industry survey shows a positive turnaround indicated by major operating data, which can be an initial indicator of the recession for the Indian hotel industry. All India average occupancy was stable; however, the rate of average room was recorded for Rs. 5,156 is the most five years in the last five years. Further, a stable government, the estimated increase in the growth inflation, the increase in gross domestic product, and the strong attention of the government on tourism initiatives is expected to promote the performance of the hotel. Developing tourism infrastructure in tourism initiatives, to participate in the railway to increase the dirty-artist, the pilgrimage circuits, the railway for the tourism, the inland waterways for transportation and tourism, and 'swachh bharat abhiyan'campaign (India's largest sanitation initiatives to spend 62,000 crores, which has gained

widespread momentum) Apart from this, the recently announced extension of tourist visa on arrival (TVOA) and Electronic Travel Authority (ETA) on the arrival of citizens of 43 countries is expected to promote tourism in return and in return, the increase in hotels in the country will lead to increase. Overall, hotels and India worldwide have accepted the power of social media and digital marketing they are investing in widely, and are exploring its hidden revenue sources. Looking forward, joining the mobile movies through the mobile market is the next big challenge for the hotel businessmen. According to Google, eight mobile users of 10 are also a mobile buyer. And researching by e-marketers shows that by 2023, 88% of all digital buyers will also be a mobile buyer.

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