

# Greening the Guest Experience



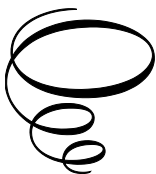
# Greening the Guest Experience:

## *Sustainability in Hospitality Operations*

Edited by

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and Sumant Sharma

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Greening the Guest Experience: Sustainability in Hospitality Operations

Edited by Dhiraj Pathak, P.R. Sandilyan and Sumant Sharma

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## DESCRIPTIVE OVERVIEW

*Greening The Guest Experience: Sustainability in Hospitality Operations* offers a comprehensive exploration of sustainable practices within the hospitality sector, with a special focus on how these practices impact and enhance the guest experience. Published by **Cambridge Scholars Publishing**, the book serves as a crucial resource for academics, industry professionals, and students seeking to understand the dynamic intersection of environmental responsibility and customer satisfaction in hospitality.

The book delves into the practical implementation of green strategies in areas such as hotel design, energy and water conservation, waste management, sustainable food and beverage operations, and eco-friendly housekeeping. It highlights best practices, innovative technologies, and case studies from leading hotels and resorts around the world that have successfully integrated sustainability into their core operations.

Importantly, the text emphasizes the evolving expectations of modern travelers, who increasingly seek eco-conscious accommodations without compromising on comfort and quality. By examining guest perceptions and behaviors, the book presents actionable insights for hospitality managers to align operational efficiency with environmental stewardship and competitive advantage.

Through a blend of theoretical frameworks and real-world applications, *Greening The Guest Experience* underscores the role of sustainability as a driver of brand loyalty, operational excellence, and long-term profitability in the hospitality industry.

## OBJECTIVE/PURPOSE OF THE BOOK

The primary objective of *Greening The Guest Experience: Sustainability in Hospitality Operations* is to explore and promote the integration of sustainable practices within hospitality operations, with a specific emphasis on enhancing the guest experience. The book aims to provide industry professionals, educators, and students with a comprehensive understanding of how environmentally responsible strategies can be effectively implemented across various service touchpoints—ranging from design and operations to guest engagement. It seeks to bridge the gap between ecological sustainability and customer satisfaction by offering evidence-based insights, best practices, and global case studies that demonstrate how green initiatives can simultaneously improve operational efficiency, brand reputation, and guest loyalty in the hospitality industry.

# TARGET AUDIENCE AND ANTICIPATED READERS

This edited volume is designed for a diverse readership that spans academia, industry, and policy-making. The **primary target audience** includes:

- **Hospitality and Tourism Professionals** – Hotel managers, sustainability officers, and operations executives seeking practical strategies to implement green practices and enhance guest satisfaction.
- **Academics and Researchers** – Scholars in hospitality management, environmental studies, and tourism looking for a resource that bridges theory and practice in sustainable operations.
- **Students of Hospitality and Tourism** – Undergraduate and postgraduate students pursuing degrees in hotel management, tourism studies, and sustainable development, for use in coursework or research.
- **Policy Makers and Sustainability Advocates** – Government officials, NGO representatives, and sustainability consultants involved in shaping environmental standards for the service industry.
- **General Readers with Interest in Eco-Tourism and Green Living** – Individuals curious about sustainable travel and how the hospitality sector is adapting to environmental concerns.

By addressing both theoretical foundations and real-world applications, the book caters to a wide audience interested in the intersection of sustainability and service excellence in the global hospitality industry.



# CHAPTER 1

## DIGITAL PATHWAYS: NAVIGATING SUSTAINABILITY IN INDIA'S HOSPITALITY SECTOR ACROSS GENERATIONS

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### Abstract

**Purpose:** This research aims to underscore the imperative for the tourism and hotel sector in India to transition from traditional to digital marketing strategies to achieve optimal customer satisfaction and ensure sustainability. It seeks to provide insights into how this transition can be accomplished effectively.

**Methodology:** A field research approach was adopted, involving a selection of five-star hotels and tourist organizations in India. Established scientific methodologies, alongside descriptive analytical methods, were employed to gather and analyse data. The study's theoretical underpinnings supported the idea of sustainability and innovation in the services offered.

**Results:** The findings highlighted the pivotal role of digital marketing in achieving sustainability and fostering innovation within the tourism and hospitality industries. Recommendations emphasized the necessity for establishments in these sectors to prioritize digital marketing efforts,

aligning them with guest needs and promoting awareness of its significance in ensuring service sustainability.

**Originality:** This research contributes to the discourse on sustainability in the tourism and hotel sector by emphasizing the transformative potential of digital marketing strategies. By conducting field research and employing established methodologies, it offers practical insights for industry stakeholders seeking to adapt to evolving market dynamics.

**Limitations:** While the study provides valuable insights, its scope is limited to selected five-star hotels and tourist organizations in India. Additionally, the research may not fully capture the diversity of perspectives and practices within the broader tourism and hospitality landscape. Further studies could explore these aspects in greater depth to enhance understanding and applicability.

**Keywords:** Digital marketing; Tourism and Hotel Sector; Sustainability of Tourism and Hotel Sector; Tourism and Hospitality Services.

## 1. Introduction

In the tourism and hotel sector, information and communication technology adoption has led to the emergence of new concepts, the most significant of which is digital marketing. These developments have coincided with the industry's efforts to remain sustainable. In reality, the shift in the tourism and hospitality sectors from traditional to digital marketing is probably going to have an impact on visitor satisfaction. According to the foregoing, our issue is as follows: To tackle this issue, we have examined how much digital marketing contributes to Indian tourist and hotel industries' sustainability along the following axes. The first axis: How crucial it is for the travel and hospitality industries to switch from conventional to digital marketing. The tourist and hospitality industry's digital marketing "opportunities" and their factors of success are the second and third axes, respectively. The issues facing India's tourism and hospitality services' digital marketing. The function of marketing is the fourth axis. Digital marketing's role in ensuring the tourist and hotel industries remain sustainable. Digitalization is one of the biggest innovations in our dynamic world (Zsarnoczky, 2018). Digital breakthroughs and technological developments are development engines that are widely visible, especially in the ICT, industrial and other service industries. Since the tourism sector depends on the cooperation of a wide range of services and commodities, the advantages of the digital revolution are clear. Our daily surrounds are

defined by the actual and virtual spaces that coexist in our living environment. The tourism industry has long been distinguished by its innovative use of space, and it currently incorporates digital global places. The world's rapid technological advancements lead to the constant introduction of innovative and creative solutions into the digital tourism sectors. In the highly technologically advanced tourist environment, peer-to-peer communication is essential. Apart from transforming the fields of scheduling, administration, and finance, modern sales and marketing technologies have found new homes in the tourism industry thanks to this type of communication and the increasing usage of smart devices. The tourism industry has experienced global growth trends due to the digital revolution, enabling the adoption of new solutions such as cloud-based booking sites and digital platforms for knowledge and experience sharing. A growing desire for extraordinary, tailored offerings outside of mass tourism, in line with rising travel trends, is evidence that conscientious customers seek customized solutions that cater to their unique needs. Today's tourism sector participants are able to actively monitor and analyse changes in consumer behaviour since they have access to extensive consumer data. Numerous flexible follow-up techniques, including CRM customer databases, enable these creative, customized product and service solutions. Cloud-based CRM client database systems have come a long way, producing offers based on past sales and demographic data analysis. They may now look for important event points in enormous databases in an inexpensive and anonymous manner by using big data analysis and scaling techniques. Big data research stands out as the most effective means to identify unique individual preferences, despite its foundation in handling large datasets (Stadler, 2015). The primary objective of this study is to evaluate the impact of digital marketing and services on the performance of the travel and hospitality industries. It aims to ascertain the benefits of utilizing digital marketing within the context of the travel and hotel industry, highlighting the reasons supporting the necessity for the tourism and hotel sector to enhance its utilization and engagement with digital marketing strategies. Additionally, the study seeks to pinpoint how digital marketing enhances the performance of travellers and hotels, while also examining the overall influence of digital marketing and services on tourist and hotel performance.

## **2. Background Study**

Research in the tourist area of days has concentrated on the advanced uses of advanced technologies in marketing. Smartphone apps, virtual reality,

and cell phones are a few examples of technology that can be utilized to market locations and products. One of the most inventive mediums is virtual reality. Digitalization has both positive and negative effects on the environment. While increasing technological advancements have increased energy consumption and polluted manufacturing processes for hardware (screens), marketing strategies that encourage rapid gadget replacement also have an adverse effect on the environment. BaÑnescu et al. (2021) examined how the digitalization of tourism has affected the services it offers by using panel data regression models to estimate the effects of economic development, education, Internet knowledge, and infrastructure safety on the percentage of people who plan their travels online. The data, which covers 29 European countries between 2010 and 2018, reveals that the latter have a negative attitude toward technological advancement in tourism, in contrast to Eastern European countries—many of which are former communist states—and Western European countries with higher levels of economic development. Saseanu and colleagues, 2020, P.3.using regression analysis and principal component analysis to examine how digitalization affected travellers' choices for lodging and financial security while maintaining sustainability.

Tourism sustainability is being significantly impacted by traveller preferences for eco-friendly locations as well as online trip booking. The study includes the digital transformation and sustainable tourism behaviour patterns from 30 European nations to maintain the industry's long-term survival. One of the key elements influencing the future of the digitalized tourism industry is virtual reality, which involves the display of virtual items within the physical world through the use of augmented reality devices. Examples of this type of technology are travel assistants, which take the role of conventional marketing and help consumers navigate complex public transit networks. The visitor experience can also be improved in certain places using gasification and AVE (OECD, 2021). Numerous researches indicate Virtual reality in travel provides tourists with more engaging content (Tussyadiah et al., 2018, pp. 4–7). Enhancing the virtual environment for travellers is also positively reshaping people's perceptions and intentions towards travel. A VR serious game may be utilized to foster an interesting connection between tourism and education by educating visitors about the many tourist attractions in a place, according to Zarzuela et al. (2013).

Governments are currently endorsing the economy's shift towards information technology and user-friendly web interfaces (Hojeghan, S., et al., 2011, P. 388). The digitization of the travel and tourism sector, which intertwines e-commerce and tourism, is made possible by the protection of electronic

commerce systems. Sylaiou et al. (2010), explored the relationship between virtual museums and the level of enjoyment, revealing a significant positive correlation. This indicates the potential for virtual reality interactions at tourist destinations, where the VR experience is found to be fulfilling. E-commerce, which is a service that enables individuals to purchase utilizing contemporary technology at their current houses, is another factor influencing the future of the digitalized tourist sectors. It is recommended that the tourism industry rely on e-commerce to thrive via planning and similar initiatives. Ying, M. (2017, P.239) showed a strong correlation between the growth of tourism and e-commerce in the travel industry. Digitalization also includes the use of cloud computing and the development of mobile technology, Kim, D., Kim, S., (2017). These studies evaluate mobile technology's present status and its contribution to smart and sustainable tourism. According to the report, customers may anticipate new behaviours from mobile technology in addition to a long-term competitive advantage for travel destinations, travel-related businesses, and the advancement of smart tourism skills.

The tourism industry is increasingly leveraging mobile devices and mapping systems to enhance consumer experiences and provide value (Kim & Kim, 2017). This reliance on technology underscores the importance for the industry to stay updated on advancements, as highlighted by Buhalis & Amaranggana (2014). UNWTO (2016) emphasizes the impact of information technology on vacation planning via the internet. Yallop & Seraphin (2020) discuss the rise of data and analytics in travel, stressing the need for enhanced information governance. Block chain technology, pioneered by Nakamoto (2008), offers transparent and secure transaction records (YliHuumo et al., 2016), with examples like Cheap Air utilizing it for ticket sales (Tyan et al., 2020). This technological evolution reshapes organizational and market structures in tourism, impacting management and intra-organizational functions.

### ***2.1. Eco-friendly Tourism***

The World Tourism Organization states that sustainable tourism strives to balance socio-cultural, economic, and environmental growth and is essential for the preservation of biodiversity. The project should have little influence on the environment and local culture, while simultaneously generating cash, creating job opportunities, and protecting local ecosystems. Sustainable tourism protects nature, reduces poverty, and contributes to achieving common development goals. Visitor spending sometimes funds environmental conservation or capacity-building initiatives for local people to maintain

protected areas (UNWTO, 2005, pp. 11-12). Sustainable tourism aims to attract more visitors while adhering to sustainable ideals. To promote sustainability, the region's development marketing plan should balance economic profitability and tourist spending. Environmental goals include effective waste management and a clean environment to reduce non-renewable resource usage. The third factor is socio-cultural, which includes community welfare, cultural wealth, and visitor expectations (Florek, I., 2012).

## ***2.2. Sustainable Development Goal 2030: Digitalization and Sustainable Tourism***

Sustainable tourism encompasses travel that considers the needs of visitors, the industry, the environment, and host communities, addressing both current and future economic, social, and environmental impacts (UNWTO, 2021). Over-tourism and environmental degradation have become significant issues, necessitating a concerted effort from all stakeholders in the tourism sector to focus on sustainability (Buffa, U., 2020). Tourism plays a crucial role in achieving several Sustainable Development Goals (SDGs) by creating jobs, empowering women, fostering economic growth, reducing poverty, supporting sustainable agriculture, and contributing to education and healthcare (UNWTO, 2018). Additionally, tourism can aid in the conservation of marine resources, cultural heritage, and natural ecosystems, while infrastructure development should align with sustainability targets (UNWTO, 2018). Leveraging technology and digital solutions is essential for achieving sustainability goals in tourism, including reducing carbon footprint through energy-saving techniques and optimizing operations through digital innovations (UNWTO, 2018).

The decline in offline sources for travel planning is matched by the rise of digital platforms such as social media and websites. This shift indicates a stronger inclination to remain connected online, engaging in activities like searching, exploring, sharing experiences, and staying updated (Visa, 2017, P. 11). As seen by their increased usage of crowd sourcing, ride-sharing, lodging sharing, and currency exchanging, Gen Z and millennial are clearly more inclined to share than own than prior generations (OECD, 2021).

"Life below Water," "Sustainable Cities and Communities," and "Responsible Production and Consumption" are all touched by issues like waste management and unsustainable production and consumption. A UNWTO and UNDP research lists these as only a handful of the risks and difficulties the tourist industry must overcome in order to meet the 17 specified SDGs.

Furthermore, several countries have expressed concern about the potential for tourism to impede sustainable development due to external concerns.

### ***2.3. The concept of digital marketing***

Digital marketing is the process of connecting with customers by using the internet, mobile devices, social media platforms, search engines, advertising, and other tools. Digital marketing is viewed as a subset of traditional marketing since it offers short messaging services in addition to the Internet. Announce it via electronic or interactive message boards and other forms of advertising. In contrast to conventional marketing, some professionals in the field of marketing believe that digital marketing is an entirely new undertaking that calls for new methods of consumer communication and customer behaviour analysis when using the internet to sell goods and services (Ibrahim Al-Ghamdi, 2018). Digital marketing may be found on a variety of platforms, including phones, subway platforms, video games, and smart apps. In contrast, e-marketing is limited to online advertising. This new method, which will be utilized to transform the virtual digital market into a tangible market, is characterized as "a new method used on the Internet that provides three different types of transactions and Internet services, the method of electronic access and delivery" (Al-Taie, Hamid Abdel Nabi, 1991). (Isani Amer). It entails using contemporary technological tools—particularly the Internet, which is likewise 2014—to apply general marketing science ideas. It is a group of advertising campaigns that use computers and information and communication technology to advertise products and services; the Internet is the most well-known example of this (Mahmoud Moawad Tammam Salem, 2018).

## **3. Areas of Interest**

The study aims to explore the connection between digital tourism and sustainable development through a systematic literature review approach (Davis et al., 2014; Snyder, 2019). This methodological choice, following the PRISMA protocol, enables the identification of research subjects, methodologies, and key gaps for further investigation (Tölkes, 2018). The review process guided by established criteria and utilizing the Scopus database, ensures the selection of high-quality materials and relevant studies (Elsevier, 2021). Optimal search terms were identified through a comprehensive review of recent literature and foundational works (Hausberg et al., 2019; Siddaway et al., 2019; Shafiee et al., 2019; Boes et

al., 2016; Gretzel et al., 2015a, b; Pencarelli, 2020; Rogers et al., 2012), enhancing the theoretical framework for the study (Hausberg et al., 2019).

The researchers, as cited in Hausberg et al. (2019), Mehraliyev et al. (2019), and Siddaway et al. (2019), formulated the search string "tourism 4.0" or "smart tourism" or "digital tourism" AND "sustainable development goals" or "sustainab\*" or "sustainable development." The identification process was completed by March 2024, utilizing this search string filtered by title, abstract, and keywords. We obtained a total of 70 records. There were three steps in the screening procedure after that. First, the records were arranged according to document type; reviews, editorials, erratum's, and conference reviews were not included. Given the relatively new nature of the discussed topics, conference papers and book chapters were incorporated into the initial screening process. This decision aimed to expand the sample size and enhance the likelihood of discovering pertinent insights that advance the objectives of the current study. Thus, there were just 49 records left in the total quantity of papers. Secondly, records that were duplicates were removed. Two papers were not included in this second phase. The third phase involved evaluating each article separately (based on its title, abstract, and keywords) to make sure it was reliable for the research. If the results of this procedure were unclear, the article underwent a careful analysis. To ensure an analysis that addressed concerns regarding the role of T4.0 and/or innovative approaches to sustainable tourism, both theoretical and empirical research were considered valid.

On the other hand, publications that ignored one of these aspects or took a pointless approach to the subject, offering scant understanding, were not included in the literature review procedure. 38 records in all were deemed suitable at the end of the screening process and were included in the analysis. The two primary areas of investigation in this evaluation were content analysis and bibliometrics. The distribution of studies by year, journals by disciplinary area and citation count, and keyword co-occurrence were the three main bibliometric analyses of the records under review. In this final step, a term co-occurrence network was created using the VOS viewer software. The identification of (i) research techniques and (ii) theme areas (such as supply, demand, and public policies) was the second key objective of the content analysis. The outcomes were then evaluated in light of the implications of intelligent and sustainable tourism for each of the selected sectors.

A total of 38 records were acquired for analysis, reflecting a growing body of research examining sustainability and digital tourism and hospitality

since the publication of the first study in 2014. The initial article, authored by Graziano (2014), explored the potential of hospitality and digital tourism in Italian smart cities. In order to assess the level of intelligence and anticipate future challenges, the author conducted a SWOT analysis. Additionally, the author suggested a territorial planning tool that takes into account sustainable growth on both the social and economic fronts. The author came to the conclusion that decision-makers would need to understand the territorial context and dynamics in order for digital tourism and hospitality to be feasible, especially in order to ensure the viability of development strategies and plans. The majority of publications (76.3% of the total) were recorded between 2019 and 2021, indicating the relevance and growing popularity of these issues in the tourist industry. The surge observed in 2019 and 2020 may reflect a shift in the demand for travel among pro-sustainability sectors. Furthermore, the pandemic crisis that accelerated the digitalization of the tourist industry and the requirement to create more sustainable growth models may have contributed to the number of publications, especially in 2020. As was said in the introduction, more people are anticipated to become aware of the need to look into the ramifications as smart and I4.0 technologies become more prevalent in the tourism and hospitality industry.

Furthermore, a number of issues regarding how tourists behave when it comes to digital and how businesses adjust to technology advancements still need to be resolved (Buhalis et al. 2019). Furthermore, according to Gössling (2020), the promise of technologies in the sustainability sector is currently primarily theoretical; therefore more publications are anticipated in the years to come. Of the 38 publications analysed, articles accounted for 94.7%, with conference papers making up the remaining 2. Nineteen different publications or proceedings—representing a broad range of professional fields—published these findings. With 19 publications, the journal *Sustainability* stands out as the most productive, with the remaining journals recording just one publication each. Two articles were also released in the *Tourism Research e-Review*. Ten acknowledged disciplinary fields were present. The diverse backgrounds of the study participants indicate the multidisciplinary of the field. The journal *Sustainability* publishes a large number of papers, research published in the field of "geography, planning, and development" are quite prevalent (63.2%). The domains of "computer science" (13.2%), "business, management and accounting" (10.5%), and "tourism, leisure, and hospitality management" (18.4%) also make a substantial contribution to the body of publications. The fact that travel and hospitality periodicals only publish one or two times a year may be a significant gap. These findings imply that travel and hospitality publications

are not the only ones that welcome the fusion of smart and digital tourism with eco-friendly themes. Rather, despite the prominence of the disciplinary domains of management, planning, and development, they are dispersed among several sectors. See (Table 1).

**Table 1: Filtering Criteria**

Stage	Filtering Criteria	Eliminated	Accepted
1	Initial search keyword "Tourism 4.0" or "smart tourism" or "digital tourism" AND "sustainable development goals" or "sustainable" or "sustainable development."		70
2	Document Type (conference paper, book chapter)	21	49
3	Language filter (English)	2	47
4	Subject filter (economics, econometrics, finance, business, management and accounting, and multidisciplinary)	9	38

**Source: Author compilation**

## 4. Discussion of the Study

Digital marketing technologies are being used to support and promote India's tourism industry, lowering prices, saving time, money, and effort, and boosting institutions to become more competitive. This leads to increased tourism-related income and a better understanding of the hospitality culture. Publicity, advertising, and the presentation of leisure offers are crucial components of the tourism business. Electronic linking between sites and coordination with other industrial participants is essential for providing tourism data in a structured manner. However, challenges include high technology costs, security measures, and lack of experience among users and suppliers. Additionally, the lack of digital computer and connectivity infrastructure can be challenging. Digital marketing is ranked #1 for promoting and sustaining sustainable tourist development and hospitality, supporting the tourism and hotel industries by lowering operational expenses and improving working conditions. Digital marketing also contributes to the sustainability of the travel and lodging industry by enhancing the performance of hospitality and tourist management. The

technology used in digital marketing impacts visitor satisfaction and consumer agreement with the importance of digital marketing in the long-term viability of Indian tourism and hotel industries.

#### ***4.1 The Term of Digital Marketing***

Digital marketing, also known as internet marketing, e-marketing, and online marketing, is a term used to describe all digital platforms used by companies to engage with both current and new clients. According to Alexander, L. (2017), digital marketing is a unique strategy that goes beyond conventional digital media marketing. Strauss J. et al. (2012) define e-marketing as using information technology to create, communicate, and provide value to clients, benefiting the organization and enhancing customer relationship management. Web 2.0 has significantly changed the marketing industry, with the customer at the center of marketing. Innovative technologies are continuously redefining norms through innovative methods, transforming business communication, particularly in the advertising sector. The public has access to new online tools and platforms that allow them to share their experiences with a product or service and voice their thoughts about an advertising message, potentially influencing potential customers. According to Belias et al. (2021; 2022; Belias, 2020; 2019; Belias & Varelas, 2019) emphasize the importance of digital marketing in a consumer-driven economy. Modern marketing focuses on crafting experiences around products that capture consumers' attention and motivate them to take action, diverging from conventional marketing, which primarily aimed at raising consumer awareness. As technology progresses, consumer behaviour evolve, exerting a significant influence on the marketing industry.

#### ***4.2 The Advantages and Disadvantages of Digital Marketing***

Digital marketing offers numerous benefits for businesses, including real-time connections with customers, access to valuable feedback for product improvement, and the ability to target diverse audiences with customized content (Gray, 2016). One major advantage over traditional marketing is the ability to evaluate campaign results accurately and in real-time, allowing for swift adjustments to optimize marketing efforts (Alexander, 2017). However, the digital revolution has also presented challenges for businesses, particularly in losing control over their message due to the rise of social media (Leefflang et al., 2014). Consumers heavily rely on online reviews and user-generated content, making it challenging for businesses to maintain a positive reputation (Leefflang et al., 2014). Additionally, businesses face increased

competition and the demand for round-the-clock availability due to technology's integration into daily life (Ryan & Jones, 2009). Another challenge is hiring and retaining staff with expertise in managing digital communication channels and staying updated on technological advancements (Ahmed et al., 2017). This includes staying abreast of developments like the Internet of Things (Ahmed et al., 2017).

### ***4.3 The Digital Devices Used in Hotels***

A hotel's exposure and promotion can be improved with a well-thought-out social media plan, Borkert et al. (2018), Rossidis et al. (2021), Tsiotas et al. (2020), and Belias et al. (2020). Social media may indirectly raise hotel revenues as well as encourage repeat business by keeping in touch with patrons. Facebook has millions of users globally, making it the most influential social media site without a doubt. Pinterest, Instagram, and Twitter are also great tools for social media marketing in hotels because of their emphasis on visual content and rapid news transmission. YouTube, the world's second-most popular search engine, is also a very useful tool. In the social media space, LinkedIn is also growing because of its authoritative and professional reputation, which makes content posted there more trustworthy (Ramdin et al., 2020). To effectively leverage social media, hotels must allocate resources towards visually appealing photo and video content, since it piques customers' curiosity. Naturally, this content ought to complement the hotel's look. According to a study conducted among Greek hotels, it is crucial that hotel social media accounts be updated frequently in order to encourage public interaction. A unique strategy that takes into account the target audience, usability, and aesthetics of each social media platform is also essential (Theocharidis et al., 2019). Using social media influencers is one specific tactic for drawing in social media audiences. (Dowell et al. 2019).

### ***4.4 Social media promotion is the primary strategy to digital marketing.***

Online reviews play a vital role for businesses and prospective clients, influencing consumer decisions and serving as a popular marketing strategy (Schuckert et al., 2015; Geetha et al., 2017). Customers perceive online reviews as real, reliable, and impartial, favouring independent review sites over official business websites (Li & Hitt, 2008; Forman et al., 2008). In the hospitality sector, online reviews drive improvements in product quality and service by providing free information and assisting other customers in

decision-making (Schuckert et al., 2015). They typically consist of a summary and overall rating, allowing customers to express satisfaction or dissatisfaction and providing valuable feedback for businesses (Schlosser, 2011; Kim et al., 2015). Analysing online reviews helps businesses identify areas for improvement and gain a competitive edge (Pantelidis, 2010; Phillips et al., 2017). The credibility of online reviews depends on the reviewer's personality and the authority of the publishing website, influencing consumer trust and decision-making (Yoo & Gretzel, 2010; Schuckert et al., 2015).

#### ***4.5 Why customers leave ratings on websites***

Websites with customer reviews are a valuable information resource for users (Xiang, Z. & Gretzel, U. 2010), as internet content has changed how customers evaluate goods and services. Travelers are most driven to post reviews online by the following reasons, per a study by Molinillo et al. (2016): a) enjoyment of the experience; b) want to help other travellers; c) the social benefit; d) increasing consumer power; and e) support for hotel companies. According to Yoo and Gretzel (2010), the publishing of a review is significantly influenced by the personality of the user. Others who write reviews on the internet are often more self-centred and altruistic, whereas others who don't usually submit evaluations are more self-centred and time-focused. A study by (Molinillo, et al. 2016). Found an intriguing correlation between the size of the hotel and the average rating in internet reviews. In instance, customers prefer to rate hotels better when they are smaller in size when they write reviews. This trend will profoundly influence the hospitality industry, as smaller hotels can compete effectively with larger ones by adopting a quality-focused, customer-centric approach. It's imperative for businesses to align their online evaluation management with this strategy.

#### ***4.6 Reviews Management is a newly Developed Component of Digital Campaigns***

Internet evaluations and comments are crucial communication channels between the hotel industry and clientele, but they also pose reputation risks (Kim et al., 2015). Genuine responses to reviews, positive or negative, leave lasting impressions and enhance a hotel's reputation (Sparks et al., 2016). Timely responses increase reservations and reviews, but responses should be tailored to avoid negative perceptions (De Pelsmacker et al., 2018; Kim et al., 2015). Managing unfavourable feedback is crucial, as it often stems

from issues like unsatisfactory service or unkind staff (Zheng et al., 2009). Appropriately responding to negative reviews can mitigate dissatisfaction and improve customer retention (Homburg & Furst, 2007). Acknowledging mistakes and providing explanations enhances consumer understanding and mitigates brand damage (Conlon & Murray, 1996). Hotel businesses should prepare responses for potential complaints to manage online reputation effectively (Kim et al., 2015). While online reviews are valuable, consumers may find negative reviews more helpful and may be skeptical of overly positive ratings (Casaló et al., 2015). Digital marketing tools, especially in luxury hotels, play a significant role in managing brands and guest experiences (Belias et al., 2017; Spyranitis et al., 2020). Greek luxury hotels excel in managing negative reviews and leveraging social media for brand promotion (Martin-Fuentes et al., 2018; Kavoura & Stavrianeas, 2015). However, some hotel managers overlook potential hazards associated with digital media in branding (Makrides et al., 2020).

#### ***4.7 Role of Digital Marketing Strategy and Hospitality Performances***

Phumpa et al. (2022) highlight the substantial benefits hospitality businesses can gain from effectively utilizing modern digital marketing strategies. These advantages include enhanced client acquisition and sales. In today's tech-centric landscape, where initial interactions with potential guests occur online, digital marketing plays a pivotal role in establishing connections. Strategies like search engine optimization (SEO), social media marketing, and pay-per-click advertising enable hospitality establishments to build a robust online presence, engage with consumers, and target specific demographics. Integrating immersive virtual tours, transparent feedback mechanisms, and user-friendly booking processes further enriches the digital experience, fostering customer trust and convenience as discussed by Laosuraphon & Nuangjamnong in 2022, Suwannasri & Nuangjamnong in 2022. By leveraging digital marketing techniques, hospitality businesses can expand their client base, increase bookings, and reach a wider audience in an increasingly competitive industry. Online review platforms like Trip-Advisor also wield significant influence over visitor perceptions, emphasizing the importance of dynamic engagement channels provided by digital tools (Donsuchit & Nuangjamnong, 2022; Panich et al., 2020; Sritanakorn & Nuangjamnong, 2021; Sukhumalanon et al. 2020; Xu & Nuangjamnong, 2022).

#### ***4.8 Service Quality Performances and their Impact on Hotel Performance***

The evaluation of hotel performance involves considering various indicators such as occupancy rates, Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR) (Padungyos et al., 2020; Dimitrios et al., 2022). These metrics offer insights into factors influencing consumer demand and pricing strategies. However, contemporary success in the hotel industry extends beyond financial metrics. Public perception, shaped by internet reviews and guest satisfaction, plays a crucial role (Ratanawaraphorn et al., 2017). Factors like service level, cleanliness, and location significantly impact a hotel's reputation. The interplay between positive guest experiences and online reviews underscores the importance of maintaining and enhancing hotel performance in today's competitive landscape. Digital marketing has emerged as a vital tool for enhancing service quality and overall business success (Bovsh et al., 2021). Its ability to foster customized relationships with customers facilitates quick response to market changes and enhances service quality. However, effective implementation of digital marketing requires a systematic and organized strategy. Careful monitoring and adaptation are essential to fully leverage its potential benefits.

#### ***4.9 Economics Creates the Foundation for Individualized Travel Services***

The advancement of digital technology has paved the way for the application of shared economy principles in various real-world contexts. Chris Anderson (2009) introduced the concept of "free-giving" as part of his theory on pricing for digitization, emphasizing the sharing of goods and resources. This concept has not only influenced technology but also had significant social implications (Sundararajan, 2014). The shared economy emphasizes maximizing resource utilization for societal benefit, benefiting both local communities and businesses in the tourism industry. Stakeholders in this model, including consumers, contribute excess capacity for collective use, leading to hybrid transactions that optimize capacity and serve commercial and social objectives (Hyde, 2007). Collaborative consumption theory underscores the idea of multiple individuals benefiting from shared consumer goods. Platforms like Airbnb and Booking.com have revolutionized the tourism sector, offering new market niches by leveraging shared resources. Digital platform tourist enterprises view customers as partners, embodying a postmodern corporate model characterized by communal involvement and enthusiasm. This shift towards shared experiences in

marketing is reshaping market dynamics and encouraging specialization (McCrindle et al., 2009). As individualism and community thinking become more prominent among younger generations, start-ups are increasingly focusing on original concepts and experiences, presenting significant opportunities for the future of the tourist industry.

#### ***4.10 The Future: AI, VR/AR, Block chain***

The evolution of digital technology has led to the emergence of specialist digital technologies in tourism, aiming to enhance tourists' experiences through searchable and adjustable formats. However, the main challenge lies in the coding solutions required to store, process, and organize data efficiently (Pilkington, 2016). The future landscape is expected to be dominated by the Internet of Things (IoT), where devices communicate bidirectional, providing enhanced user experiences and personalized decision-making (Miranda et al., 2015). The tourism industry has historically relied on interpersonal relationships, but advancements like online travel agencies (OTAs) and artificial intelligence (AI) decision-making solutions have transformed the landscape, necessitating adaptability and transparency among tourist firms (Miranda et al., 2015). The emergence of technologies like virtual reality and augmented reality is reshaping tourist venues, while innovative payment methods, such as block chain, offer increased security, efficiency, and cost-effectiveness (Pilkington, 2016). As block chain payment solutions mature, intermediaries like Agora, Booking.com, and Airbnb may lose market share as customers and service providers handle transactions directly.

#### ***4.11 Will the Next Course Be Made of Artificial Food?***

The growing global population is increasing food consumption, necessitating expanded agricultural lands and presenting challenges to sustainable agriculture, notably the trade-off with wooded areas and reduced fishing opportunities (Zsarnoczky, 2018). To address food supply depletion, innovations like 3D food printers are emerging, offering a range of pre-mixed powders and flavourings to create various foods without compromising taste. Specialist franchise restaurants like Food Ink already provide printed meals, and upcoming food printer generations may allow for calibrating energy and nutritional values. Beyond consumer use, 3D food printing holds promise for specialized diets, pharmaceuticals, and the hospitality industry, improving cost-effectiveness, efficiency, and sustainability. Examples include

the Henn-na Hotel in Japan, which exclusively employs robots, and unmanned restaurants like Wufangzhai in Hangzhou, China.

## **5. Practical Implication**

Digital marketing is crucial for the sustainable tourism and hospitality sector, as customers seek personalized experiences. Businesses must provide original content and use various digital platforms to keep consumers interested. Socio-cultural factors influence content sharing length, timing, and frequency. Placement, targeting, segmentation, easy-to-navigate media, informative content, and co-creation of content are essential (Kumar, P., 2021). Establishing links between online and offline platforms, recognizing top content producers, and establishing financial foundations for economic policies are also essential. The information infrastructure for digital marketing must meet specific standards, including the condition of the technical infrastructure and investment in digital marketing for travel and hospitality. Finding competent personnel with modern technology tools is essential for the development of digital marketing. Digital management, using the internet for information sharing and transactions, is crucial for travel agencies. Collaborating on projects to increase internet usage and focusing on electronic content of tourism destinations on the internet are essential for digital marketing success, Alfya A. et al., (2022).

## **6. Conclusion**

The efficiency of their collaborations is essential to the financial success of creative enterprises. The tourism business has seen substantial changes due to the swift advancement of ICT technology. In the past, the industrial environment was the main factor influencing customers' decisions. With the advent of information websites, the era of digital tourist spaces began, predating theme parks and other attractions with a particular theme. There used to be limited selections and a unidirectional flow of tailored information. In the modern digital era, a new type of commercial activity occurs in virtual reality (VR) or augmented reality (AR) venues, where customers' emotions and behaviours are tracked in real time to support a rise in their propensity to purchase. As customized options gradually replace conventional decision-making processes, artificial intelligence (AI) is becoming more and more significant. Social welfare is rapidly taking precedence over ownership as the shared economy expands, with user pleasure eventually displacing ownership. Innovative payment techniques are another example of this innovative approach, which might drastically

lower the profits from intermediate services. The new trends do not seem to be having a detrimental effect on the tourism industry, mostly because it is still unknown exactly what the expenses and revenues are in this sector. Nonetheless, the tourism and hospitality sectors have a lot to gain from the advancement of 3D printing technology. The development of digitization may now fully support the sustainability and economic viability of industrial food production, creating new opportunities for the travel and hospitality sectors.

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