Embracing the Future of Hotel Hospitality Digital Marketing

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Abstract

Hospitality has been part of our life especially for travel on tourism, since early days of civilization to the current digital age civilization. Hotel Hospitality Digital Marketing gave birth to a lot of aspects from tech to marketing development, from AI tech advancement to Sustainable Marketing. Yet, it's not enough to embrace the future due to facing pandemic. Therefore, a different method developed during post-pandemic regulation is S-D logic with the aid of customer commitment. While it is good to find a different method, we should also recognize the current struggle of exploitative system in order to embrace the future. There, we could handle human, nature, and AI properly and work towards the future of Hotel Hospitality Digital Marketing.

Keywords: Hotel Hospitality; S-D Logic; Digital Marketing; Hotel Industry Struggle

INTRODUCTION

Digital Marketing Hospitality had rampant growing trend in the hospitality industry, and while it can be a useful tool to the growth of business and customer engagement, it is important to recognize the unfortunate potential(Adel et al., 2021; de Salvo et al., 2013; Robustin & Hariyana, 2019). The use of digital marketing might lead to a lack of personal interaction with customers, which can lead to a decrease in customer loyalty and satisfaction. Additionally, digital marketing can be expensive and time consuming, making it difficult for smaller businesses to keep up with the competition. Therefore, it is crucial to consider the potential risks associated with digital marketing before investing in it(Hidayat et al., 2021; Susilo & Akbar, 2020). Yet, it has its own growth in industry as the policies contains both benefit and losses.

The recent trend in digital marketing for the hospitality industry has been heavily focused on creating a personalized and seamless customer experience,

leveraging technology and data to drive efficiency and increase profitability. Some crucial aspect of focuses include:

1. Online reputation management (Cillo et al., 2021): Hospitality businesses are shifting attention to their online reputation and using social media, review sites, memes, podcasts, and online ads to monitor and improve their brand image.
2. Mobile optimization: The rising function of mobile devices, hospitality businesses are optimizing their websites and booking processes for mobile devices to provide a better user experience (Ajani et al., 2021).
3. AI and chatbots: AI and chatbots are becoming more prevalent in the hospitality industry as a way to provide 24/7 customer service and streamline the booking and check-in process to assist PR and CS works (Doborjeh et al., 2022).
4. Influencer marketing: Influencer marketing is a popular way for hospitality businesses to reach new audiences and build brand awareness, particularly on social media platforms as some 2023 trend's annual report of TikTok, it is said that influencer marketing will be part of their growth (TikTok team 2023).
5. Personalization: Hospitality businesses are using data and technology to provide a more personalized experience for guests, from customizing their stay to offering personalized recommendations for dining and activities in hotel facilities and services (Ariffin et al., 2018).

By all means, digital marketing is playing an increasingly important role in the hospitality industry, and businesses are adapting to new technology and trends to improve the customer experience and drive growth.

The history of hotel hospitality dates back to the early days of civilization (Smith, 2011), when travellers required a place to rest and refresh themselves during their travels. The ancient Greeks and Romans built inns and taverns that served as temporary lodgings for travellers or anyone who use their service. In the Middle Ages, monasteries and convents offered accommodation for travellers.

During the Renaissance, European cities saw the development of large, urban inns that provided food, drink, and lodging to travellers. With the growth of commercial travel and tourism in the 19th century, hotels finally emerged as a distinct business and became important, offering amenities such as private bathrooms and room service as mentioned in some pop culture even in Indonesia's Ken Dedes era depicted as lacking bathrooms.

In the 20th century, the hotel industry had continuous growth and evolve, with the advent of chain hotels, resort hotels, and budget hotels. The rise of technology, such as the Internet and mobile devices, has revolutionized the hospitality industry, making it easier for travellers to find and book services within hotel and hospitality industry, and for hotels to manage their operations and market themselves to customers. By all means, the history of hotel hospitality reflects the changing needs and expectations of travellers, as well as the development of technology and the growth of the travel and tourism industry.

This written information elaborated that there are two different backgrounds in the past progress of hotel and hospitality industry as it was also common in industry, but we have to keep improving by recognizing both strength and weakness. As not only it was time consuming and expensive, it has big budget to buy digital devices or other properties. Thus, the most vulnerable spot within the industry is the worker's salary. This research has the purpose to elaborate the vulnerable spot in order to find suggested solution that might be useful in the future.

As it is mentioned above, some of the digital transformation within Hotel Hospitality industry is the trend of using AI to provide PR entrance services for the customers in Athens Journal of tourism (Jones & Comfort, 2021). But even though having high advancement in it, they still causing the emission of carbon dioxide and brings threat to the environment; thus, the responsibility of environment sustainability is still there. Therefore, the corporation needs to engrave their mission to build eco-friendly based in hotel hospitality industry. It was identified as challenge occurred withing the hotel hospitality industry.

The other research shows that we get trouble in managing labor, benefit, and their payment as in the past research It has a racial effect such as how Latin American or Mexico gets less benefit from their US citizenship, it is also supported by COVID-19 pandemic phenomenon, proving that the concept of salary also affected the quality of Industry. In this case, it has affected the harvest and labor outlook in 2020 published by Wine Business Journal (Coyne, 2020). It became even worse as it is addressed that climate change affected their production that required farm works. Their point of hospitality contains the influence of environment and also their production which is later disturbed by COVID-19 Pandemic.

In Japutra and Situmorang's research, the point of view elaborated from developed country is important to the research as to cognize the struggle from less-fortunate economy is a key to improve their own industry. Complexity Theory becomes the core conception in the analysis because it is effective to analyze from a place of developed country that is facing crisis of COVID-19 (Japutra & Situmorang, 2021). Complexity theory is important to be used in analyzing case that has attribute of developed country, facing COVID-19 crisis and less-growth economy; therefore, the complexity will provide flexible understanding from different culture of living with science and their social cases. Interestingly, they mentioned things about art hotels, paintings, and sculptures to maintain their product identity. The other crucial part is how either lay-offs or not could risk hotel industry in closing during pandemic.

Another striking point came from Kevin Julius research about emotional exhaustion experienced by the hospitality and tourism workers which their expressive thought is mostly stress over their own guilt related to work then later approved salary results in straining their relationship and work (A. Nueda, 2021). The emotional exhaustion was common however it isn't unreasonable as some people gets less payment or no payment and getting tricked by their own NDA. This shows that Hotel Hospitality industry isn't free from exploitation

which is part of their homework to make service-based industry a decent running business, not a scam.

Between past researches, we could see that we're in the middle of rapid growth of Hotel Hospitality Industry due to its nature as healing destination and service based. The absence of heavy object in this Industry makes it more aesthetic in being managed, especially with the function of digital devices and internet. As the great growth exists, great challenge also exists. With the occurrence of COVID-19 Pandemic, digital innovation is pressured to be distributed in large scale as some elders cannot do well with internet regarding their business and work; therefore, COVID-19 pandemic serves as challenge to the tech advancement in Hotel Hospitality industry. During COVID-19 pandemic, lots of hotels and tourism business need to face bankruptcy since everyone is forced to stay home, some created creative offerings such as daytime only stays; therefore, they don't need to bring complicated authority letter to stay in a hotel (Company Debt, 2021). Especially they also implemented risk management in facing their business crisis during pandemic, that is through risk management of safety and health (Dewi & Fardinal, 2021). This kind of risk management could provide problem-solving action.

The Pandemic and Hotel Hospitality crisis is more than realistic, in fact it is easier for a business to be dead because of COVID-19(Susilo et al., 2021). Not only they had to do lay-off, it was difficult to find replacement that is capable of facing pandemic and save their business through hard work as staff and clerk. The gathered past research on this is connecting through one bigger idea that the future of Hotel Hospitality is still accepting the good growth, be wary of challenges, but also embrace and solve the wrong result of this industry. As we all know, clean company is impossible; thus, the record of literature already completed to historical requirements about our research on Hotel Hospitality. The urgency of this research is because Hotel Hospitality industry is still exploitative, some new perspectives are needed in order to fix the unfortunate events befall Hotel Hospitality Digital Marketing Industry. What is exactly the fitting method when the connection is found? That should be a method of digital marketing analysis and some media history.

METHODOLOGY

As it is the topic about the future of Hotel Hospitality's digital marketing, the methods need new synchronization with what is practiced between common people. The object of research will be the hotels. Academically, Hotel Hospitality analysis has mostly mixed method; thus, author will use the method based on study plan of Les Roches Edu that is constructing the digital marketing of Hospitality. The sample will use some local Indonesia hotel name and mentions the availability based on listed strategies (les Roches team, 2022).

In the Les Roches Edu's article, the strategy to the future of Hospitality Digital Marketing includes Website Design and Development, SEO, Content Marketing, Social Media Marketing, Email Marketing, PPC and Online Advertising. The author will use the common method that is easy to be checked. The strategy listed in this research will be:

- Website Design and Development
  The website design contains some features including text, visual, and symbol. However, according to the recent trend, AI Customer Service is included in the analysis or any other new method. AI feature is important, when we open a website and detected AI feature in their website, it means they're properly following future developments.
- SEO
  SEO is obviously one of important aspect. There will be some crucial keywords that'll prove how's their quality based on the SEO results. The technical search will be the top chosen keyword based on the Ibis Hotel search and the re-check technical search will be the top chosen keyword shows the hotel name or not.
- Content Marketing
  The content marketing is broad as it also includes planned events. Thus, author will use content marketing in category of YouTube reviewer or we could call it with influencer marketing. This type of marketing will provide detailed service about said hotel.
- SWOT
  Through Website design, SEO, and their Content Marketing, we will be able to examine their SWOT aspects.

How much is the sampling? Since we used some categories, the sampling should fit with in-depth analysis data, 3 hotel names will provide enough data and catching a glimpse of future from Hotel Hospitality Digital Marketing industry. The validity of this research method is to synchronize current trends with the study plan; therefore, it could make easier for university to provide lecture regarding the digital marketing of Hotel Hospitality. Is it qualitative or quantitative? The answer is more of a qualitative because we're dismantling conception then connecting conception to provide data in professional decision.

The second data will be the main cons or the main bad side in Hotel Hospitality industry. The data will be based on Author's own source after visiting their office and short interview with their ex-interns. The gathered data serves as information to build conclusion of its strength and weakness then create a suggested solution. Hospitality itself is still not following proper academic conception; therefore, once we found about the weakness between all those data, we can think a future of Hotel Hospitality Digital Marketing industry. The benefit of this research is listed below:

- Cost-effective
  Cost-effective is mostly obtained through tech-advancement or good human resources.
- Highly targeted
  As tourism and hotel industry grows big part in Indonesia, the target is also big.
- Reach a wide audience.
  The wide audience is not only supported by high birth-rate but also high-purchasing or consuming.
- Interactiveness

The interactiveness is what needed the most in most industries, having interactiveness benefit will sustain the industry better.
- Measurable
Measurable can be counted on or to be trusted by people's calculated perception regarding their services.

RESULT AND DISCUSSION
Research Results
The data of the hotel listed below:

> **Ibis Hotel**

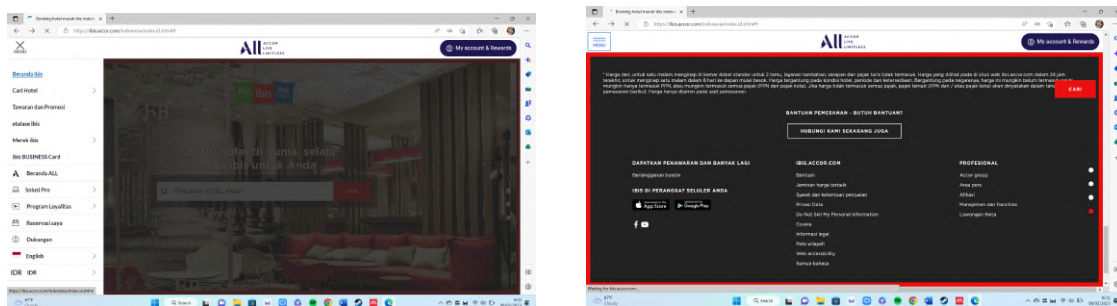- ***Website Design and Development:***

Image 1: Ibis Hotel Website

Ibis hotel is 4 stars hotel belonged to the Accor Group for hotel development. As it is led by international franchise and group, their main group site doesn't have Indonesian language which is in digital marketing group, their Indonesian market is not displayed as their market. This leaves a bad taste for Hotel Industry considering that Hotel Industry is one of Indonesian spotlight. Compared to K-pop Industry which their main market is Indonesia got a spotlight on their own, Ibis Hotel and Accor Group doesn't seem to do the same. What about the PR and CS service? Their Ibis Hotel website don't show any AI-based service that could answer visiting client despite after facing COVID-19 Pandemic (Hoang et al., 2021).

- ***SEO***

When the author searches for *'Hotel ibis'* keyword, the best keyword to look up is *Accor Group* and *Agoda*, however when the author searches with those two keywords but the result doesn't show any Ibis Hotel name in the top search. The another keyword of Agoda doesn't show any Ibis Hotel name either. Despite being 4 star hotel and in international group, their SEO exposure is not as transparent as their group name. This at the same time showing that their digital marketing is not expanding enough outside travel booking.

- *Content Marketing*

Based on the YouTube video of selvy9185, Ibis Hotel has decent 4 stars hotel facilities with good price; however, she mentions that the hotel used Trans-studio pool trick to charge customer instead of having their own pool. That means, Ibis Hotel's main market strategy is not in dominant digital marketing exposure but in property-sharing. A shared pool with Trans-studio while charging at their own customers mean they made it a shared pool with Trans-studio to gain two different customer, their own and Trans-studio's (selvy9185, 2022).

- *SWOT*

S: Ibis Hotel has good hospitality for 4 stars hotel, but the strength lies In the property sharing and make money from it. It can be seen from the shared pool facility.

W: Their weakness is the weak SEO result.

O: Strength connects to opportunities, that explains why their shared pool with Trans-studio is less hassle to build facility. They gain both Ibis Hotel customers and Trans-studio visitors.

T: Up until now the future threats are Pandemic and climate change.

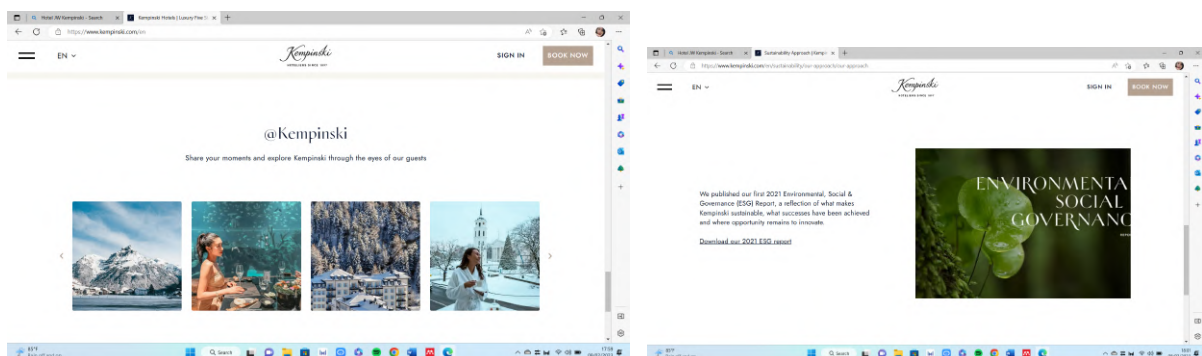➢ **Kempinski Hotel**

- **Website Design and Development**

Image 2: Kempinski Hotel Website

Kempinski is a 5 stars hotel belonged to Kempinski group that market themselves with European style service and luxury. When author visited their website. The striking characteristic of digital marketing belonged to them is they put their Instagram exposure at how customer shares their experience using their username in social media. This display shows how they put attention and contribution to digital marketing industry. Another striking characteristic of their website is that they announced themselves to be part of sustainability

marketing and environment and it is released in their annual report placed at the website. As a five stars hotel, it is part of their responsibility to be part of environmental innovations, policy, and tasks. Their brand as luxury and classy hotel also showed their international business feat is also advancement to their Hotel Hospitality Industry. However, they didn't show any AI service based in their website design.
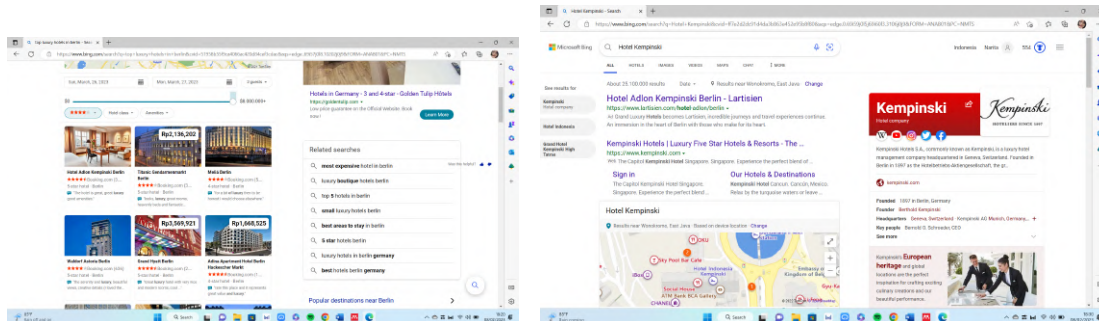
- ***SEO***

Image 3: Kempinski Hotel search result

Kempinski hotel as a five stars hotel ironically even when author searched keyword of *'Hotel Kempinski'*, the Berlin's Adlon Kempinski is appeared at top search instead. The second keyword that author used is they keyword of *'Best luxury hotel in Germany'* because they have their origin at Germany and still only Adlon Kempinski appeared in the top results. It shows that Kempinski Hotel doesn't really have big exposure at SEO despite putting social media post in their website. This can be categorized as some challenges for future digital marketers in promoting their five stars hotel located in Indonesia since it was overshadowed by their Berlin's counterpart.

- ***Content Marketing***

Based on Bobo Cantik's YouTube review of Kempinski Hotel, the content shows the superior quality of a five stars hotel from their design and facilities except that the guest greeting is not that smooth. Their Hotel Hospitality is weakened on this spot aside from how their website also didn't take part in tech advancement of AI (Bobo Cantik Team, 2022).

- ***SWOT***

S: They have strong connections with Indonesian history to sell and gain trust from their customers due to being recognized by Ir. Soekarno.

W: Their weakness is effort to pay their interns with decent payment as it also proves their credibility as 5 stars hotel. Without it, it could damage the quality of Indonesia Hotel Hospitality industry.

O: Their opportunity lies in strategic geography as they're located in near of bundaran HI, the centralized capital economy of Indonesia and Jakarta.

T: Their threats are the geographic condition of Jakarta which is flood and other natural disasters as well as Pandemic.

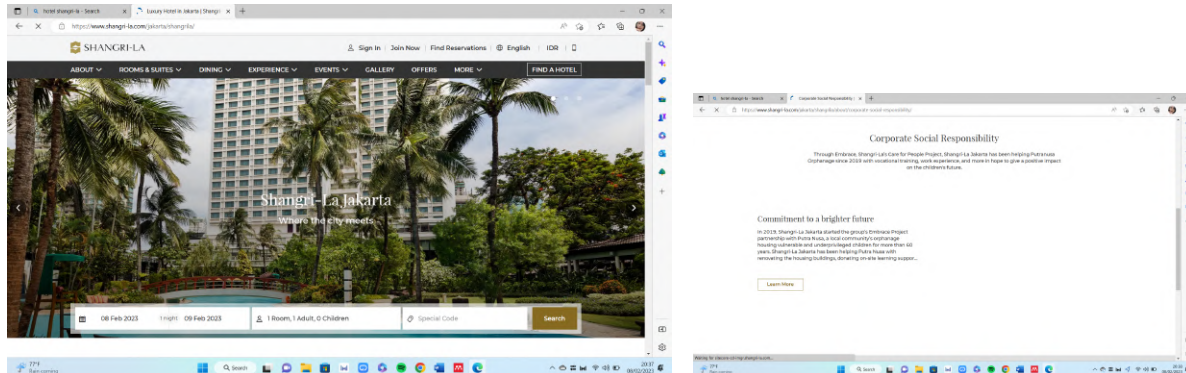➢ **Shangri-la Hotel**

- *Website design and Development*

Image 4: Shangri-la hotel

Their website design presents the same availabilities as Kempinski and Ibis. But the profile in their website is not detailed enough about how they build their Hotel Hospitality business despite being five stars hotel, only that they displayed charity activities by supporting orphanage building and vocational training for them. There's no AI involved in their website design either. This can be categorized that Shangri-la didn't market themselves in global agenda of environmental policy and regulation as a sign of international credibility standing.
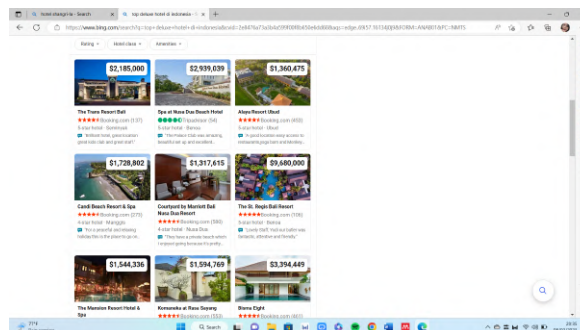
- *SEO*

Image 5: Shangri-la Hotel search results

When author searches with *'Hotel Shangri-la'* in the google, there's no striking keywords or characteristic to make a keyword and look for possibility of

their SEO exposure. Therefore, the closest came to the result is the *'deluxe'* hotel keywords. However, what is found after that is that now name of Shangri-la hotel and overshadowed by Bali tourism hotels.

- ### *Content Marketing*

The top result in their video review is also came from Bobo Cantik's YouTube video which the review is presenting the Shangri-la hotel facilities and hospitality. At the end of video, it is bold by the content creator that Shangri-la hotel is costy, that includes a fact of not being involved in eco-friendly regulation. There seems to be no problem aside from the price of the service, which is why their digital marketing is basic at best, international standing is average, only the price that equals to others (Bobo Cantik Team, 2022).

- ### *SWOT*

S: The strength of Shangri-la is its perception as expensive and luxury service, making them easier to sell any goods and services with high price and good profit.

W: The weakness of Shangri-la hotel is that they haven't take part of global eco-friendly policy and regulatiom.

O: Their Opportunities are connected to their strength, having continuous expensive selling.

T: Their threats are still ambiguous, but still the same as others, it could be future pandemic and climate change.

- ### *Additional Data*

While the previous data provides us hospitality in general, this one serves as contradiction in hospitality industry. The contradiction is not meant to attack one's business but to detect lack of good system and improve it in the future. The author visited education center of Tadika Puri Airlines Business Carrier in Surabaya in intention to know better how they train and provide help on their member's career. The staff explains that they had around 7-12 months of training with the cost around IDR 43 million. After the training is done, they'd be sent for internship, which surprisingly, they stated that the internship is unpaid, they only money they get is from customer's tip which is deviating from hospitality's quality. According to the latest PMMB program with FHCI (Human Capital Forum of Indonesia), if the interns didn't get paid, they have a right to ask to get paid or event let the legal team handle it. Surprisingly, even if they become official crew in the cabin, they'd get paid at best IDR 2 million and the bonus is just a tip from their customers.

The other one is the internal data from Kempinski Hotel. Author had short interview with ex-interns of Kempinski Hotel, they ex-intern stated that he didn't get paid during the time of internship, including the struggle to face COVID-19

Pandemic at that time. He already asked his campus to get defended, but they told him to brush it off to gain experience, despite how the affiliated name to him is a five star hotel.

Discussion

According to the main data, the 4-5 stars hotel doesn't seem to have the urgency to use AI tech advancement despite how scholars already ring a bell to use AI tech advancement in their service. The future regulation still needs more synchronization like Green Environment global agenda did their widespread mission. Shangri-la even didn't participate in implementing the Eco-friendly policy and regulation despite being a five stars hotel. This phenomenon can be categorized as how Hotel Industry still cared more about property investment than eco-friendly policy and regulation. This also means that they aren't ready to face AI tech advancement in the industry.

➢ Customer Commitment

The phenomenon as well as challenge we're facing in the path of future Hotel Hospitality Digital Marketing is the customer commitment. Customer commitment is needed in order for them accepting tech advancement regardless the struggle, finance and infrastructure (EREN, 2021). In global agenda, business investor or entrepreneurs are also part of the customer commitment. Why? Because in order to move forward, anything is participants, a customer, including nature growth, that includes the entrepreneurs that runs the Hotel Hospitality Industry. There, elders or baby boomers generation needs acceptance phase in order to increase the importance of Hotel Hospitality Digital Marketing's future. The elders frequently felt difficulties in absorbing the function of latest technology, hence social media concept of Nostr or Discord are still alien to their digital marketing data (Liu et al., 2021).

➢ Developing S-D Logic

S-D (Systems-Design) logic is a design-thinking framework that helps organizations to analyze and design complex systems. It provides a structured approach for breaking down a complex system into its components and sub-components, and for understanding how these components interact with each other to deliver the desired outcomes. The S-D logic framework was developed by Jan rotmans and Russert Kramer in the 1990s.

S-D logic is particularly useful for organizations that need to design and implement large, complex systems, such as information systems, supply chain systems, and sustainable development initiatives. It helps organizations to identify the key stakeholders and components of the system, to understand how these components interact with each other, and to design the system so that it delivers the desired outcomes in an effective and efficient manner . The premise of S-D Logic is:

Premise	Statement
1	Service is the foundation of social and economic exchange (Axiom 1)
2	Indirect service masks the foundation of social and economic exchange
3	Tangible products are vehicles for service delivery
4	Intangible and dynamic resources are the basic origin of reciprocal benefi
5	All economies (with or without tangible products) are service economies, namely direct and indirect service
6	Value is co-created by multi-actors, such as producer, consumer, supplier, and other actors (Axiom 2)
7	Actors cannot convey value but can create value propositions
8	A service-focused mindset is essentially beneficiary oriented and interactional
9	All social and economic actors integrate public, private, and market-facing resources (Axiom 3)
10	Value is individually decided by the beneficiary, such as producer, consumer, supplier, and other actors (Axiom 4)
11	Co-creation of value is arranged through institutions (norms, rules, values, rule of the game, belief, cognitive models) and institutional logics (Axiom 5)

Table 1: S-D Logic Premise
Source: Wibowo, Sumarwan, Suharjo, Simantjutak (Wibowo et al., 2021)

The S-D logic framework is widely used in many fields, including sustainability, environmental management, innovation management, and supply chain management. It provides a useful tool for organizations to analyze and design systems in a way that takes into account the complexity of the real-world environment, and to identify potential barriers to the implementation of the system (dos Santos et al., 2021).

Interestingly, this S-D Logic is developed by Vietnam Hotel to survive COVID-19 Pandemic for their own Hotel Hospitality Industry. The S-D logic for Vietnam Hotel Hospitality is a skill and competence that results benefit in other party, which means why Customer Commitment to the global agenda is important in order to face the challenge (A. Nueda, 2021). The S-D Logic derives from COVID-19 Pandemic phenomenon, whereas COVID-19 is one of the challenge in the future. Therefore, the future needs proper action to make customer commitment and facing challenge to synchronize each other (Hsu et al., 2021).

Then what about Hospitality? The current state of industry is still stagnated at role-profit chain of AI system in hotel services (Ruel & Njoku, 2020), which would increase the introduced benefit regarding cost-effective and also product increase through novel personalised AI development (Doborjeh et al., 2022). If there's a bright side but also its own struggle, what is the essence for the industry to continue? The key is embracing the future through customer commitment and Developing S-D Logic.

CONCLUSION

By the end of it, why don't we find more technical way? Because the technical way and its digital advancement had find its birth many times until now, only what keeps repeated is human thinking pattern. The bright side that most of hotels had decent service, communication, pricing, and facilities make the industry had basic hospitality decency. The decent service, communication, pricing, and facilities connect them into basic hospitality decency. But that doesn't mean we should grow anymore. The Hotel Hospitality industry even with the presence of digital marketing still lacks SEO exposure or its international standing in google search despite doing their best in adapting humanity agenda like Shangri-la do or Eco-friendly policy and regulation like Kempinski. Not only that, their boldest struggle learning from the case of Tadika Puri's payment system and Kempinski treatment towards intern, being part of the eco-friendly policy is also being part to pay their interns properly. If we want to move forward with the global environment, AI tech advancement, or future digital marketing of Hotel Hospitality, what should be handled first is their human rights problem. Fixing their intern payment is part of embracing the future of Hotel Hospitality

Digital Marketing. Despite often brought up in job vacancy requirements, SEO is more like a basic skill instead of execution. The influencer Marketing for even 5 stars hotel like Shangri-la and Kempinski didn't make it to top result in google but they managed to be top on their own through influencer marketing.

Author's academic suggestion for this topic is that to increase digital marketing based on coding-based/bot-based social media like Mastodon, Discord, Metaverse, or Nostr. That was because that kind of social media needs several layers to be able to be marketed and their content marketing didn't even appear in google search results but their own servers. Author was curious how the academic perspective would expand into that. While the practical suggestion is while facing COVID-19 and upcoming pandemic, S-D logic should help to acquire customer commitment in order to embrace broader Hotel Hospitality services.

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