

Mucunski, Dafinka; Nakovski, Dejan

Article

Digital marketing in hospitality - Case study Hotel Manstir

UTMS Journal of Economics

Provided in Cooperation with:

University of Tourism and Management, Skopje

Suggested Citation: Mucunski, Dafinka; Nakovski, Dejan (2022) : Digital marketing in hospitality - Case study Hotel Manstir, UTMS Journal of Economics, ISSN 1857-6982, University of Tourism and Management, Skopje, Vol. 13, Iss. 1, pp. 67-75

This Version is available at:

<https://hdl.handle.net/10419/281912>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by-nc-nd/4.0/>

DIGITAL MARKETING IN HOSPITALITY- CASE STUDY HOTEL MANSTIR

Dafinka Mucunska¹
Dejan Nakovski

Abstract

In recent decades, hospitality has become one of the largest, fastest growing and most dynamic industrial sectors. It is an industry that includes many complementary businesses from many different fields. The impact of new technologies has played a fundamental role in the growth of the entire catering business. Digital marketing has changed the way people communicate, receive information and, to a large extent, the way they make purchasing decisions, which has a particular impact on the hotel business. In order to understand the essence of the use of digital marketing in the hotel business, the central idea that is discussed in this paper is: "Digital marketing, a special opportunity for growth and development of the hotel business." This thesis aims to highlight the basic attributes of digital marketing and its channels, focusing in particular on the hotel sector. Digital marketing today is the primary marketing path in the hospitality industry and is the key to gaining and maintaining a competitive advantage. In the case of the hotel sector, where marketing is one of the core business activities, digital marketing has quickly gained great importance, both for better informing consumers and for developing more sophisticated strategies to increase market visibility.

Keywords: tourism, inventions, technology, internet

JEL Classification: L83; Z32; I15; O18

INTRODUCTION

The aim of this paper is to explore digital marketing based on the hotel industry, through the topics:

- Research on digital marketing and its channels useful for the hotel industry;
- Creating opportunities with the help of digital marketing for growth and development of the hotel business.

The subject of this research is digital marketing and its communication channels that could be beneficial for the growth and development of the hotel business, but also a model of how to use and apply these channels so that we can get as much benefit as possible from the opportunities they offer. The consumer travels to the place of the service and can use the same, and that is possible and conditioned only with the existence of a hotel (Conejo and Wooliscroft 2015). This subject of research contains three terms that need to be analysed:

- Hospitality
- Digital marketing
- Digital marketing in function of growth and development of the hotel business

¹ **Dafinka Mucunska**, Ph.D., student, Faculty of Tourism and Hospitality Ohrid; **Dejan Nakovski**, Ph.D., Professor, University of Tourism and Management in Skopje, Republic of North Macedonia.

One of the phenomena of modern living is tourism. It is a trip for recreation, leisure or business purposes, which the World Tourism Organization defines as follows: "Tourism is a set of activities of persons during their travel and stay in a place outside their usual environment, but not more than one calendar year, for vacation, ie business or other reasons not related to earning a salary in the places they visit. But the real business understanding of the service users' needs is attached to the presented approach of acting, according to which the guests' needs should not be only satisfied, but also surpassed (Coviello, Winklhofer, and Hamilton 2006). The hotel industry is one of the most important components of the catering industry and it is closely related to the tourism industry, ie they are interdependent. Generally speaking, a hotel is a managed facility, which provides guests with a place to stay - on a short-term commercial basis.

The precise features and services provided to guests can vary quite drastically from one hotel to another, and hotel owners generally aim to attract a certain type of customer through their model, pricing, marketing strategy and / or range of services. what they offer. People today live and work in motion and predisposed to constantly discover and experience new and authentic things (Singh, Saini, and Majumdar 2015). Due to the nature of the hotel services, the hotel is closely related to the tourism industry.

1. DIGITAL MARKETING

Any marketing that uses electronic devices to convey promotional messages is called digital marketing. Digital marketing refers to marketing campaigns via computer, phone, tablet or another electronic device. It can be online video, "display ads", search engine marketing, paid ads - ads and posts on social networks, as opposed to "traditional marketing" such as magazine ads, billboards, direct mail, and television is usually classified in the traditional marketing.

Digital marketing includes digital communication, it is actually online marketing, which promotes brands to connect with potential customers using the Internet and other forms of digital communication. This includes not only email, social media and web-based advertising, but also text and multimedia messaging as a marketing channel. Digital marketing is extremely important nowadays. It helps to focus on the target audience, and can have a wide global reach, unlike traditional marketing, it can bring in high revenue with little investment, it can be easily tracked, and with digital marketing and damage control it is the same so easier.

1.1. Inbound and outbound marketing

Digital marketing is still closely correlated with inbound marketing, while traditional marketing is associated with outbound marketing. The key differences between the two are: Outbound marketing involves actively reaching out to consumers to get them interested in a product, while inbound marketing focuses on creating and distributing content that attracts people to an Internet channel where it will connect with them. Outbound marketing usually has a more aggressive, broader approach, expecting at least some people in the audience to become customers, while inbound marketing is usually

more subtle and focuses on convincing a certain group of individuals to become customers over time. Here are some other differences and features:

Inbound Marketing:

- Informative digital content for a specific audience, written to help solve consumer problems
- Content comes in interactive forms, such as posting on social media, blogs, reports, webinars, etc.
- The message is tailored to specific consumers
- Comprehensive multi-channel strategy
- Can be measured through digital marketing software

Outbound Marketing:

- Non-digital content, designed to grab the attention of every consumer and written for product sales, with the exception of pay-per-click ads and spam emails.
- Content is displayed in direct mail, magazine ads, billboards, on TV, etc. and is intended to be passive
- The messages that are sent must stand out among the millions of other ads that consumers see every day
- Linear strategy with limited channels
- It is difficult to measure the attribution of physical advertising

1.2. Types of digital marketing

Digital marketing is a broad term that encompasses all marketing channels and methods that can be used to promote products and services on the Internet, but also on electronic devices such as mobile phones, and because in the new era, both televisions and electronic billboards, and consequently on them. Digital marketing has many different channels, and they are divided into online and offline channels based on the circumstances of the marketing that is done through them.



Figure 1. Digital Marketing

Online marketing channels:

- Web page
- Search Engine Optimization (SEO)

SEO has the meaning of a processor, which increases the organic (free) traffic of the website, at the same time optimizes the website, which in turn results in it ranking higher in the search engine results.

• Content marketing is the basis of all digital marketing activities. It is the basic component of both SEO and social media.

- Social media marketing

Social media channels are: Facebook, Instagram, LinkedIn, Twitter, Snapchat;

Google+

- Pinterest
- Pay Per Click (PPC Pay-Per-Click)

PPC is a method of driving traffic to a web site with the help of a paid advertiser each time a paid ad is clicked. One of the most common types of PPC is Google AdWords, which allows you to pay for the top positions on the pages of the Google search engine at a cost "per click" on the links you place. Other channels where you can use PPC include paid Facebook ads, promoted Twitter tweets, LinkedIn sponsored messages.

- Email marketing
- Mobile marketing

Offline marketing channels

Offline marketing channels are much more about traditional and external marketing, but they are also intertwined with digital, because most channels are technically digital:

- TV Marketing
- SMS marketing
- Radio marketing
- Billboard (electronic) Marketing

2. EFFECTIVE HOTEL DIGITAL MARKETING - CASE STUDY "HOTEL MONASTERY, BEROVO"

Accommodation capacity: 6 studios, 6 standard rooms, 2 duplexes, 8 superior rooms, 4 two-bedroom apartments, 5 superior apartments, 1 villa villa

Restaurant: for 220 guests, part of which is separated as an event / seminar hall for 100 people

Seminar halls: one for 100 people, two for 50 people

Summer terrace for: 60 people and 80 people

SPA with: Finnish sauna, jacuzzi, steam bath, massage and physical therapy rooms and

Other facilities: outdoor small-relaxation pool, children's playground and outdoor parking space.

Average rating by booking.com: 9.2

Average capacity: 55% per year for the last 5 years - including 2019, the last years in the KOVID19 crisis, the work in the sector is atypical, especially when according to the WTO 80% of the businesses that operated in the tourism and hospitality sector went out, success is to survive, especially without layoffs and reductions in the number of workers, as in the present case.

Its offer and service includes the following:

- Accommodation
- Restaurant services
- Business events: MICE services and team building
- Fun events and celebrations
- Outdoor activities with a guide: hiking, mountain biking, mountain walks and lakeside, visits to: cultural sites, museums, churches and monasteries, handmade mosaic workshops, natural cosmetics, traditional food products (honey, dairy products, miller, traditional craft workshops (weaving, blacksmithing, carving, barber shop), visit and meal at the sheepfold ...

2.1. Goals of digital marketing

Primary goals:

- Strengthening and even better positioning of the brand Hotel Manastir, Berovo on the market

- Increased number of visits
- Extended number of days of stay
- Increased income
- Increased profit

Secondary goals:

- Positioning of Berovo and Maleshevo as a destination for active, eco, sustainable, cultural, health tourism
- Economic and cultural development of Maleshevo
- Reducing the emigration of the population

2.2. Communication channels

- Outbound marketing-organic-free, with business information we reach people
 - o TV shows: reports, various shows, interviews ...
 - o E portals for sharing information, news, services (MIA, Focus, booking.com, youtube...) ...: interviews, reports, rented advertising space
- Inbound marketing- organic-free, people reach for the business information we offer
 - o Content marketing
 - o Website
 - o Email Marketing: Your own database is email addresses
 - o social media: FB business site, FB personal profile-ambush marketing, Instagram business and personal profile-ambush marketing, LinkedIn personal profile-ambush marketing

2.3. Competition analysis

- Direct: Aurora Hotel, Berovo and indirect competitors: 4 and 5 star hotels - Mavrovo, Krushevo, Ohrid ...
- Competition strategy and activities: presence on FB and Instagram, mostly paid followers and paid adds, paid presence on e-portals and TV shows, paid billboards

2.4. Buyer persona- for selected target groups

Relevant communication messages

- Corporate (business) tourism: HR, GM, CEO managers - decision makers for the group visit

- o Demographic characteristics

- ☐ age: 30-55 years, race /, gender- /, family size- /, income: 40,000-higher, education: higher

- o Psychographic characteristics

- ☐ Attitudes: choice of a mountain place, in front of an urban environment; interests: clean environment, healthy food, trim paths; values: quality and value for what it pays; Lifestyle factors: a healthy lifestyle

- o Message: Full and fast support in the organization and during the visit, fully equipped seminar room - properly heated / cooled, flexibility in serving coffee breaks / meals, the highest degree of hygiene, traditional bio specialties, kind and professional service, the possibility of additional fun and recreational activities, 9.2 booking.com

- Active tourism - domestic and foreign groups

- o Demographic characteristics

- ☐ age: 25-65 years, race /, gender- /, family size- /, income: 30,000-higher, education:

- o Psychographic characteristics

- ☐ Attitudes: choice of mountain, pre-urban environment; interests: opportunity for active vacation; values: quality of what pays, clean environment, healthy food; Lifestyle factors: a healthy lifestyle

- o Message: clean environment with high concentration of oxygen in the air, sustainable tourism, mountain trails and guides for active tourism, rental of Ghost Kato Mountain bikes, traditional bio specialties, authentic accommodation with the highest level of hygiene, kind, friendly and cordial with local tradition and culture, entertainment, 9.2 booking.com

2.5. Consumer path 1

- Awareness - we educate and offer solutions to their problems and offer to enjoy them, showing our best sides to establish ourselves as leaders in the industry
- Interest - we communicate content tailored to the potential client, to solve his problems or to satisfy his interests, we provide specific information that can be helpful

- Decision - we discuss their benefits from choosing our product / service, if necessary we provide additional benefits, in the form of additional services or products or provide discounts or promotions
- Loyalty - sharing targeted content that will be helpful and that will be valued and perceived as wonderful
- Recommendation - we delight our customers with valuable, useful content for our great services and products

2.6. Consumer path 2

Objectives of the consumer to solve his own problem or satisfy a need, for example:

- o for corporate events - to be away from the urban environment and crowds, so that participants can dedicate and concentrate on work sessions, and we are known for exceptional support to the organization that gives them the assurance that they have a "partner" of trust in the implementation of the event and all other conditions that make us competitive

- o For active tourism - we meet the criteria for advantage and necessity, clean environment, sustainable tourism, mountain trails and guides for active tourism, rental of Ghost Kato mountain bikes, high concentration of oxygen in the air, traditional bio specialties with the highest authenticity of hygiene, kind and cordial service, contact with local tradition and culture,

Consumer activity:

consuming the content we create,

direct contact with us and discussion and

sharing information with other potential customers or clients, thus influencing the activities and attitudes of other consumers.

□ Touchpoints, channels, where information is provided in each of the phases

E-mail, direct personal contact - meeting or telephone, social media, is platforms, tv

Цели Business goals

Strengthening and even better positioning of the brand Hotel Manastir, Berovo on the market

Increased number of visits

Extended number of days to stay

Increased income

Increased profit

CONCLUSION

Through research and analysis, which are exhaustive, it is concluded that the implementation of effective marketing in the hotel business, can lead to exceptional results in creating opportunities and their use for direct growth and development of the hotel business.

This research has shown that, in the current technological age, digital marketing is essential in the hotel industry. In the 21st century, customer habits have changed and they

use the internet for any information. Especially for information from the hotel sector, people start from random awareness, to interest, then information and consultations, to making a direct reservation. In general, both B2B and B2C communication is mainly, if not entirely digital, bookings are more direct to digital channels, and awareness of this exists and therefore different strategies are implemented to meet the goals and satisfy customers.

In this thesis, it was analyzed how the Internet and digital marketing evolved the way of working, increased the opportunities and gave a special chance for growth and development in the hotel industry. With the help of a lot of knowledge, but also a lot of dedicated time, constant vigilance and awareness, monitoring and analysis, which translated into finance is a great investment and investment, but on the other hand and without direct financial expenditure, as paid advertising, can be came up with remarkable results. The results are easily measurable, because they are drawn from the existing software of the digital channels that are used, both quantitatively through numbers and figures, and qualitatively through expressed satisfaction, loyalty, "advocacy" from the clients themselves, but also through the analysis itself. hotel on utilization of capacity, income and profit. Digital marketing has facilitated and strengthened communication with potential customers throughout, from creating awareness, to informing, educating, stimulating interest, to link building, sales, to loyalty and "advocacy" for products and services. which all leads to a very strong brand with a strong reputation.

Expected results from further use of digital marketing

- Strengthened and even better positioned brand Hotel Manastir, Berovo, on the domestic market

- Increased number of visits
- Extended number of days for guests stay
- Increased income
- Increased profit

The knowledge of digital marketing acquired theoretically, but with the support of constant practice and research through implementation and verification of their functionality, helped me a lot, in personal - professional and business growth and development, especially with emphasis on how to think and act on specific goals and ways to aim - progress. I hope that reading this paper will be useful to you, you will see its potential, especially in accordance with the concluding observations, that it will encourage you to use the opportunities listed in it and will arouse the interest of all those who need to forward concentrated material., plastically reasoned, especially from a practical point of view of its application in the real sector.

REFERENCES

- Boley, B. Bynum, and Muzaffer Uysal. 2013. Competitive synergy through practicing triple bottom line sustainability: Evidence from three hospitality case studies. *Tourism and Hospitality Research* 13 (4): 226–238.

- Coviello, Nicole, Heidi Winklhofer, and Karla Hamilton. 2006. Marketing Practices and Performance of Small Service Firms: An Examination in the Tourism Accommodation Sector. *Journal of Service Research* 9 (1): 38–58.
- Conejo, Francisco, and Ben Wooliscroft. 2015. Brands Defined as Semiotic Marketing Systems. *Journal of Macromarketing* 3 (35): 287–301.
- Donthu, Naveen, and Boonghee Yoo. 1998. Cultural Influences on Service Quality Expectations. *Journal of Service Research* 1 (2): 178–186.
- Gambetti, Rossella C., and Guendalina Graffigna. 2014. Value co-creation between the ‘inside’ and the ‘outside’ of a company Insights from a brand community failure. *Marketing Theory* 15 (2): 155–178.
- Kim, Wansoo, and Chihyung Ok. 2010. Customer Orientation of Service Employees and Rapport: Influences On Service-Outcome Variables in Full-Service Restaurants. *Journal of Hospitality & Tourism Research* 34 (1): 34–55.
- Loveman, Gary W. 1998. Employee Satisfaction, Customer Loyalty, and Financial Performance: An Empirical Examination of the Service Profit Chain in Retail Banking. *Journal of Service Research* 1 (1): 18–31.
- Malthouse, Edward C., James L. Oakley, Bobby J. Calder, and Dawn Iacobucci. 2004. Customer Satisfaction Across Organizational Units. *Journal of Service Research* 6 (3): 231–242.
- Meyer, Jeffrey, Dwayne D. Gremler, and Jens Högrevé. 2014. Do Service Guarantees Guarantee Greater Market Value? *Journal of Service Research* 17 (2): 150–163.
- Mikolon, Sven, Anika Kolberg, Till Haumann, and Jan Wieseke. 2015. How Much is too Much? How Perceived Service Complexity Erodes Cognitive Capacity in the Selling of Professional Services. *Journal of Service Research* 18 (4): 513–528.
- Persson, Andreas, and Lynette Ryals. 2010. Customer assets and customer equity: Management and measurement issues. *Marketing Theory* 10 (4): 417–436.
- Raajpoot, Nusser. 2004. Reconceptualizing Service Encounter Quality in a Non-Western Context. *Journal of Service Research* 7 (2): 181–201.
- Singh, Archana, Gordhan K. Saini, and Satyajit Majumdar. 2015. Application of Social Marketing in Social Entrepreneurship. *Social Marketing Quarterly* 21 (3): 152–172.
- Susskind, Alex M., Carl P. Borchgrevink, Robert A. Brymer, and Michele K. Kacmar. 2000. Customer Service Behavior and Attitudes among Hotel Managers: A Look at Perceived Support Functions, Standards for Service, and Service Process Outcomes. *Journal of Hospitality & Tourism Research* 24 (3): 373–397.
- State statistical office of the Republic of Macedonia. 2015. Statistical Yearbook of the Republic of Macedonia 2015. Skopje: State statistical office of the Republic of Macedonia. http://www.stat.gov.mk/PrikaziPublikacija_1.aspx?rbr=552 (accessed September 15, 2015).
- Tse, Ching-Yick Eliza, and Suk-Ching Ho. 2009. Service Quality in the Hotel Industry When Cultural Contexts Matter. *Cornell Hospitality Quarterly* 50 (4): 460–474.
- Zeithaml, Valerie A. 2000. Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn. *Journal of the Academy of Marketing Science* 28 (1): 67–85.