

Role of Digital Marketing Strategies in Achieving Tourist Satisfaction of Star Category Hotels in Uttarakhand

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Abstract

Purpose:

The current research aims to identify the different digital marketing strategies used by the star-category hotels of Uttarakhand and their perceived impact on tourist satisfaction. The current study focuses on the star-category hotels of Uttarakhand and a major focus was on the Sarovar group of hotels located in Haridwar and Roorkee. The study has attempted to present the significance of digital marketing strategies as compared to traditional marketing practices. The study has considered both the in-house guest's staying with the star category hotels and the employees who are working in the hotels as well. The research also presents the range of digital marketing strategies and the social media strategies used by the hotels and the impact they create for the overall movement of tourists in Uttarakhand. Hence strong digital marketing strategies with a structured approach are the fastest way of advertising and promoting the hotel industry of Uttarakhand for both domestic and international tourists.

Methods and Material:-

A Qualitative research method has been used for the current research by taking the help of the case study method of two-star category hotels of Sarovar group located in Haridwar and Roorkee. An attempt was made to collect the data from all the possible sources as a result a sample of 43 respondents participated in the study which included, the GMs, HODs, supervisors, assistants, and even the in-house guests staying at the Sarovar hotels of Haridwar and Roorkee was taken as a sample for the study.

Findings: -

Digital marketing and social media marketing has emerged as major tool for the marketing and promotion of the hotel products and services of star-category hotels of Uttarakhand. Sarovar's group of hotels has managed to capture a good percentage of the tourist market of Uttarakhand and emerged as a major competitor for Taj, Marriot, and ITC hotels. It was found that a well-designed SOP (standard operating procedure), addressing the guest preferences, meeting the guest expectations, regular training programs for the employees, and a strong feedback mechanism helped Sarovar hotels to achieve the highest guest satisfaction score and more loyal customers in the last decade.

Originality/Value:-

The paper highlights the different Digital marketing strategies used by the star-category hotels of Uttarakhand and the impact it creates on the overall satisfaction of the tourists.

Keywords:- Digital Marketing, Hotels, Guest Satisfaction, Tourism, Social Media

1) Introduction:-

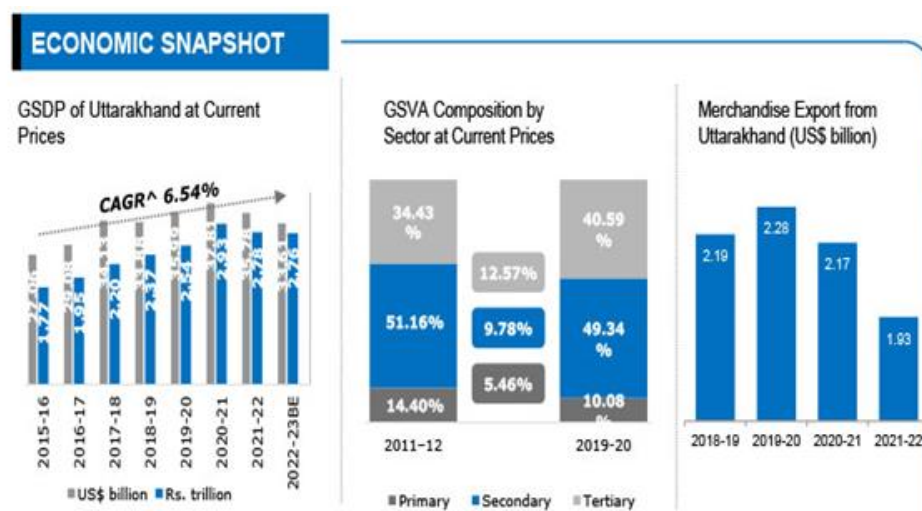
In the recent past, India has been aggressively involved in the tourism marketing and promotion of tourist destinations; as a result, it has witnessed huge growth, especially in the tourism and hospitality sector. Tourism development is undoubtedly an important economic activity that directly impacts the local host community and the destinations as a whole, which makes marketing an essential tool for the overall growth and development of the tourist destination (Dar, 2014). Graded as the second-largest revenue-generating industry, tourism is on the brim of becoming the largest progressing industry in the near future (Sikiric, Krajnovic, & Rajko, 2015).

As there is an evolution in technology, hospitality, and tourism is the first and foremost industry that is impacted by this evolution of digital technology. Digitalization and internet services have been major game changers for the star-category hotels of Uttarakhand especially when it comes to the marketing of their hotel products and attractive packages.

The hospitality and tourism industry of Uttarakhand is also among the most affected digital development sectors which have witnessed remarkable growth in the last decade. (Haneef, 2017). Tourism marketing also espouses advanced and digital trends as the world is changing. The switch from web 1.0 to web 2.0 has assisted marketing and promotion in the hospitality industry of Uttarakhand, especially for the star category hotels. Kumar (2021) has pointed out that major star-category hotels of Uttarakhand have a pool of information offered by digital marketing, which is used for service customization, destination management, and consumer behavior influence (Kumar, 2021).

Moreover, digitalization has been extended explosively over the last few years, specifically digital marketing and it has benefited heavily the state like Uttarakhand which is mainly dependent on the arrivals of tourists and travel-related services. Corporations nowadays apply the latest telecommunication tools built on Computer-based automation systems. Uttarakhand is blessed with almost all the tourism products, be its wildlife tourism, winter sports with the best skiing line globally, trekking, white water rafting, spiritual tourism, hill tourism, golf, and even rural tourism (Roy, 2020). However, Uttarakhand's performance levels are low in infrastructure, transportation, promotional activities, implementation of planning on the practical ground, and many more. Although, it is true that hospitality and tourism in Uttarakhand act as a stimulating factor for the economic and social development of the state and are the primary source of revenue and employment generation due to their multiple effects on other industries. Uttarakhand had witnessed a huge inflow of tourists but did not witness a strong digital presence as a result the state needs a strong digital presence and should develop more attractive packages and new strategies for sustaining similar tourist satisfaction and visitor movement trends in the years to come. Thus, digital marketing and promotion by the star category hotels will significantly impact the overall arrival of tourists in Uttarakhand (Roy, 2020).

However, digital marketing and promotion of the destinations alone may not be the panacea for creating more demand in these states, but at the same time, it can give the destination a new outlook on their uniqueness, potentiality, charm, and the features they possess naturally (Kumar & Mishra, 2021). Hence, strong digital marketing tools are essential for achieving tourist satisfaction in Uttarakhand, especially within the context of star-category hotels. The current study will examine all the current digital marketing strategies and their dimensions used by the star-category hotels of Uttarakhand. The study will be highly applicable and will present a detailed understanding of digital marketing adoption by the tourism industry and its perceived impact on tourist expectation, tourist satisfaction, and tourist revisit intention in the light of star category hotels of Uttarakhand.



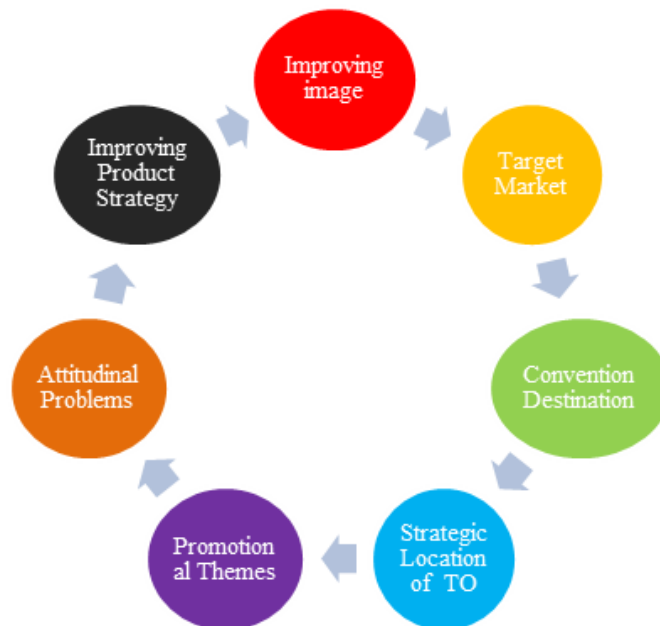
(Source : www.gmvnonline.com)

2) Review of Literature:-

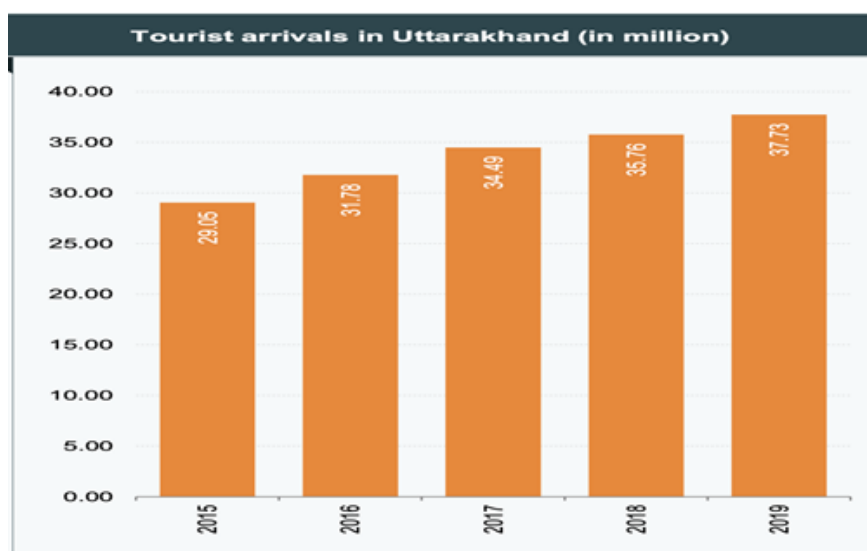
2.1) Tourism & Hospitality Industry in Uttarakhand and its growth pattern:-

Tourism & Hospitality is one of the biggest and fastest-growing industries in the world. According to World Travel and Tourism Council, travel and tourism have turned into a worldwide industry that is expanding very rapidly and impacting the growth and development of a destination across the world (WTTC, 2018). Uttarakhand, which is also

known as '*Dev – Bhoomi*' is blessed with the Himalayan landscape, lakes, snow-capped mountain peaks, pilgrimage and religious places, glaciers, and the origin of many rivers, national parks, wildlife sanctuaries, yoga capital, historical sites, and a home of traditional fairs and festivals (Yadav, 2017). These tourism products are unique and rare in nature and serve as the strongest pillar for Uttarakhand tourism. However, the lack of infrastructure and poor road and rail network has created a negative image that planned digital promotional strategies could only be overcome with a strong branding of these destinations. Ahmed (1992) even recommended seven steps for increasing tourism at a destination and highlighted the significance of having a strong connection between these seven elements.

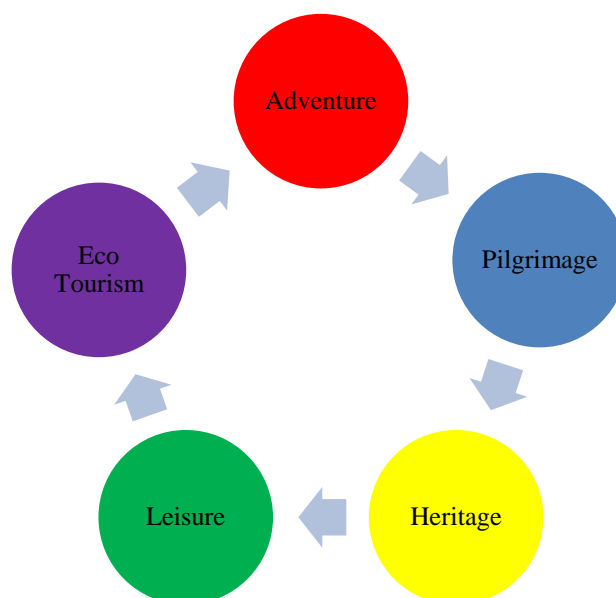


In the state, the department of tourism, the Government of Uttarakhand, is the major department functioning as a superior administrative wing for policy-related matters and government interventions and takes major decisions for the growth of tourism in Uttarakhand Dalal & Jain, (2012). In performing this role the tourism department coordinates tourism-related activities with various other departments, other state governments, private players, and the NGOs for achieving sustainable growth (Kumar & Mishra, 2021). The Uttarakhand Tourism Development Board is headed by the Tourism Minister of Uttarakhand, assisted by the Chief Secretary and the CEO of the board.



(source : www.gmvnonline.com)

Uttarakhand has divided the tourism regions into two parts, i.e., the tourism circuits of Kumaon, which include Himalayan ranges, Lakes, Jim Corbett, Shiva Circuit, and Forest of Kumaon, and is managed by KMVN (Kumaon Mandal Vikas Nigam Ltd). The Garhwal circuit has Winter Char Dham, Shakti peethas, Mahabharata, and Panch Kedar circuit is managed by GMVN (Garhwal Mandal Vikas Nigam). Haridwar and Rishikesh are also among the most famous destinations of Uttarakhand and attract an extensive number of tourists every year (Yadav, 2017). Ministry of tourism has also made its presence on almost all the social media platforms such as Facebook, Twitter, Youtube, Instagram, periscope, Vimeo, Pinterest, and LinkedIn, which has no doubt made a huge impact on the overall promotion of the tourist destinations of Uttarakhand (Ministry of Tourism, 2020). In addition, Uttarakhand has also worked on encouraging the development of handicrafts and other cottage industries, which are the prime suppliers of the tourism sector. The government also attempts to bring the hidden cultural and old traditional designs and artwork in front of the world. Further, an attempt has also been made in the direction of developing homestays in the rural parts of Uttarakhand, which would attract domestic, international, adventure, and even bag packers to travel and stay in these rural homestays. Some of the major tourism potential areas in Uttarakhand are:-



2.2) Technological advancements for marketing in Uttarakhand:-

Uttarakhand is well known for its landscape, rich cultural heritage, and diversity. With the changed scenario and advancement of technology, time and distance compression gives an individual the opportunity to travel around the world in a very short period (Kumar & Mishra, 2021). In fact, Uttarakhand may not be able to attract enough overseas tourists only with its scenic, rich cultural heritage, and monumental beauty, but the traditional values and warm Indian hospitality attracted thousands of tourists to Uttarakhand (Diah et al., 2017).

The world of digital marketing is transforming at a remarkable pace. Since the mid-1990s, the hospitality and tourism sector of Uttarakhand has possessed the internet as a delivery medium, and it enhances the supreme practice in business-to-consumer or e-commerce (Huang et al., 2017). By the late 2000s, in Uttarakhand, the tourists seemed to be fully espoused to utilize online tools, and the adoption of the internet for travel-related affairs had extended to a level of fullness (Huang et al., 2016). Indolia et al. (2013) argued about the significance of marketing in the tourism and hospitality industry and highlighted that marketing is much more crucial and significant than the product itself in today's competitive world. Kotler & Armstrong (2009) argued that Digital marketing is a direct marketing tool that brings consumers and sellers together electronically with the help of interactive technologies, i.e., emails, websites, online retail platforms, etc. However, there also exists a strong argument about whether traditional marketing or digital marketing is more effective when it comes to the marketing and promotion of hotel products. Kotler (2017) highlighted the significance of digital marketing in the current scenario at the same time he also argued about the integration of traditional and digital marketing both for better marketing and promotion of hotel products. Further, the argument can

be found in Kotler's latest Marketing 4.0 book where he explained the shifting roles of traditional and digital marketing for achieving a higher level of customer engagement and brand loyalty. He also pointed out that traditional marketing plays a major role in the early stages of interaction between the companies and customers whereas digital marketing comes into the picture when the customers demand closer and deeper relationships with the hotel companies. Hence it can be stated that the most significant role of digital marketing is to drive action because digital marketing is more access driven than traditional marketing and the focus is to drive results whereas traditional marketing focuses on initiating customer interaction.

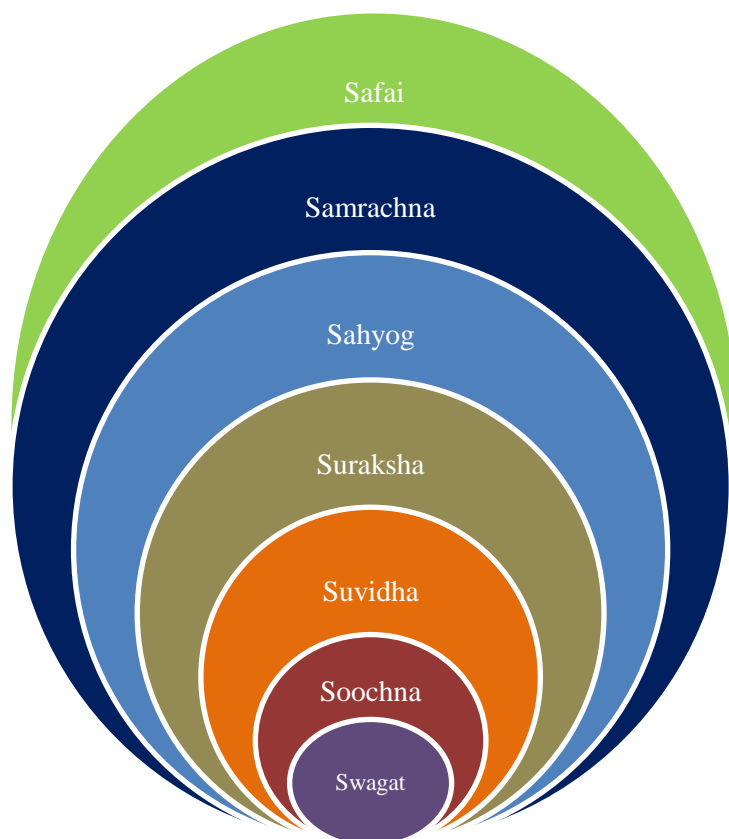
Nowadays, it has been observed especially in a state like Uttarakhand every business has digital marketing as an essential tool for promotion and advertisement to existing and potential customers. In the hospitality sector of Uttarakhand, and especially for the star category hotels digital marketing has been a major factor to bring significant changes for the development and to enable customers to have sustained access to new information, offers, and packages (Ziakis, 2020).

2.3) Digital marketing and its impact on the star category hotels of Uttarakhand:-

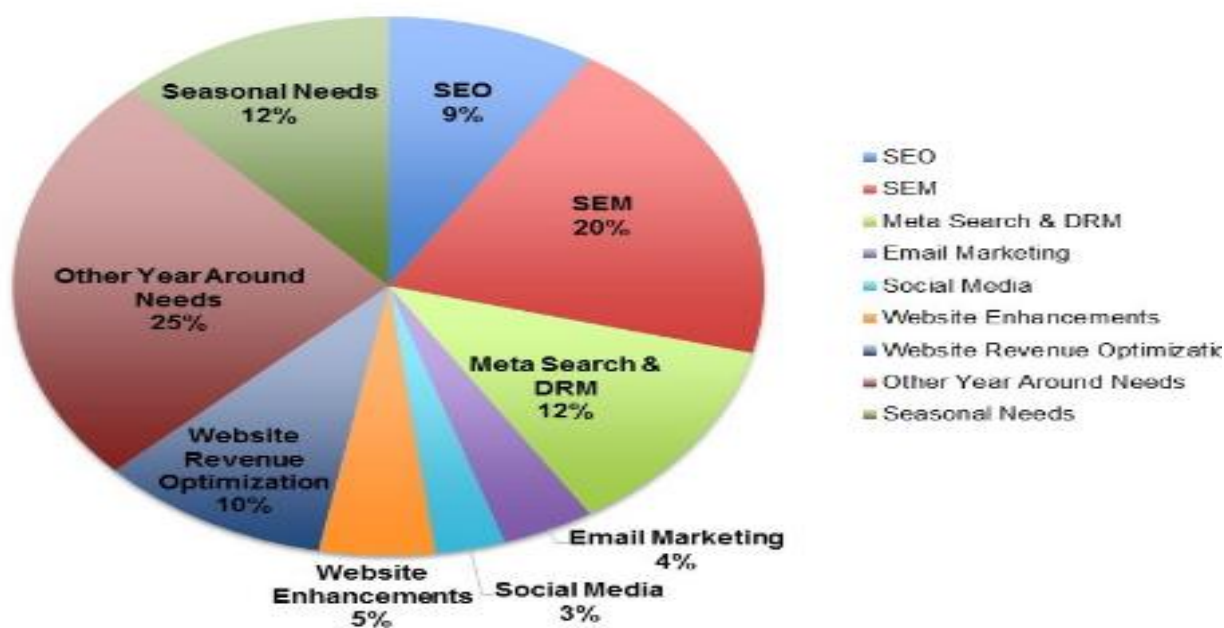
Initially, in Uttarakhand, it was observed that lack of marketing and ineffective promotional tools were some of the major reasons for the slow growth of the hospitality industry, as a result, the state had only a few star category hotels. Some of the major hotel chains like Taj, Oberoi, Marriott, and even ITC were late entrants to the state and had no presence over the last two decades. In the hospitality industry, new technologies transform the way we access information, interact and communicate with each other around the world (Haneef, 2017). Furthermore, web 2.0 is described as a “wide selection of digital applications that smoothen the interactivity among tourists and stakeholders” like websites, social media, blogs, etc. (Ukpabi & Karjaluoto, 2017). Digital marketing in Uttarakhand has expanded extensively in the last decade with the emergence of these interactive web technologies (Hays et al., 2013). Social media has also been a strong medium for the star category hotels to promote and position themselves in the highly competitive market. Leung et. al, (2013) also pointed out the emerging role of the social media platform for tourist information search and the effectiveness of the same for the hospitality marketing tool. Haneef, (2017) further discussed in detail the significance of social media services as a strong medium to access and analyze the feedback remarks of the guest who stayed with the hotel and experienced the hotel product and services and how these experiences have an impact on the overall performance of the star category hotel. E-marketing, online marketing, internet marketing, or web-based marketing are the major terms that are usually used by hospitality companies based out of Uttarakhand. Haneef, (2017) highlighted that digital marketing also uses numerous channels, namely TV commercials, digital display panels, transmission, and digital texts through online marketing strategies i.e. search engine optimizations (SEO), pay-per-click, social media marketing, content marketing, and other digital sources. (Kumar & Mishra, 2021). According to Mazanec & Zins (2014), the rules of marketing and many traditional marketing strategies have become antiquated with the rise of digitalization or digital marketing. To attain accomplishment in the hospitality sector of Uttarakhand, it is pivotal to acknowledge digital marketing and begin to tackle the potentiality of digital media and mobile technology (Tsourgiannis & Valsamidis, 2019). Not only that the policy document of the Uttarakhand government has also brought around seven key marketing and promotional tools that will substantially impact the development and growth of a destination in Uttarakhand (Purohit, 2018). All these seven elements are interlinked with each other and have a strong impact on the promotion and development of tourist destinations.

2.4) Digital marketing and tourist satisfaction:- According to Shankar et al. (2002), stakeholder theory is a new perspective on online businesses. The speedy evolution of the internet in specific and new technologies of information and communication in common has given rise to a new view in the past few years in action, which brought the stakeholders of the hospitality industry and government bodies of Uttarakhand together. Diah et al., (2017) Tourism stakeholders share information about tourist destinations and interconnected services, gather responses from tourists, develop fan pages and online groups and organize loyalty programs; they also share destination-affiliated blogs (Kumar & Mishra, 2021). Tourism stakeholders have adopted smart technologies (i.e., artificial intelligence, cloud computing, IoT, and mobile communication) to enrich tourists' experiences (Jeong & Shin, 2020). Designing special experiences and providing appropriate services to tourists leads to satisfaction and, finally, customer loyalty to the service provider or hotels (Buhalis, 2020). Digital Campaigns like Incredible India, God's Own Country, Heaven on earth, simply heaven, 365 days a holiday, etc. advertisement and promotions have always been a common way of reaching the target

market and proved to be a catalyst and brand recovery tools for the tourism development and growth by the Ministry of Tourism (Chavan & Bhola, 2014). Below mentioned graph highlights the different components of digital marketing budget allocation, which the hotels usually consider for their digital marketing and promotion.



Source: Author Self-Conception



(source:-www.bu.edu.)

Furthermore, '*AtithiDevoBhava*' is the Indian hospitality value and motto that focuses on enhancing the customer's overall experience and delight. Many researchers defined customer satisfaction as an individual's desire for cheerfulness or disappointment derived after collating a product's actual performance regarding the product's expected performance (Baby, 2021). Customer loyalty toward the business product or service generates if the product or service quality meets customer satisfaction. According to Baker & Crompton (2000), in the hospitality industry customer satisfaction is the state of affection, the level of fulfillment of their expectation, and the value for money by availing of the services offered by the hotel. Gaikwad et.al, (2020) also highlighted that with the emergence of digital marketing a higher degree of the customer, expectation can be seen especially among the tourists visiting Uttarakhand as they virtually experience the hotel products, facilities & services before getting the actual services offered by the hotel. Furthermore, with the rise in customer expectations, fulfilling customer satisfaction becomes more challenging. According to Sechele& Mkwizu (2021), in the growth of any destination, the satisfaction of tourist plays a very important role as it leads to the revisiting of the tourist. Digital marketing strategies used by tourist stakeholders have also played a significant role in tourists' expectations, tourist satisfaction, and tourist revisit intention.

3)Research Methodology:-

Research can be defined as searching for knowledge or any systematic investigation to establish facts. The primary purpose of applied research is to discover, interpret, and develop the key approaches to enhance understanding and knowledge about different subject matters. The current research will be qualitative and will use relevant primary and secondary sources.

3.1) Research Questions:-

RQ 1: What are the different digital marketing strategies used by the star-category hotels of Uttarakhand?

RQ 2: How digital marketing strategies of star category hotels of Uttarakhand is impacting tourist satisfaction?

3.2) Research Objectives:-

The research paper has the following objectives to explore and investigate:

- To examine the various digital marketing strategies adopted by the star category hotels of Uttarakhand
- To analyze the role of digital marketing strategies in achieving guest satisfaction in star category hotels of Uttarakhand
- To suggest the better ways for achieving higher guest satisfaction levels & scores from sustainable development perspective

The present study is exploratory and endorses the qualitative approach of primary research methodology (Malhotra, 2008; Dworkin, 2012). The qualitative aspect of the survey surfaces with the exploration and interpretation of the perceptions of different stakeholders. (Bernard, 2000; Morse, 2000; Dworkin, 2012). Based on the research questions and purpose, the study has been designed to acquire information from star-category hotels of Haridwar and Roorkee. However, the population of the study is not only confined to one particular department of the hotel rather the employees from the core and ancillary departments of the hotels were also part of the data collection. The researcher took two major 4-star hotels for the current study, one hotel from Haridwar and one hotel from Roorkee taken both the hotels belong to the Sarovar group of hotels. The hotel which was taken for Haridwar is called Hotel Ganga vibes Holy Sarovar whereas Sarovar Hometel Roorkee was taken as another hotel from Roorkee.

The total sample for the study was 43 which included 8 members from the owner's side, GMs of the hotels, a sample of 10 HODs, a sample of 15 employees which includes supervisors, a sample of 8 in-house guests staying in the hotel, and finally 2 sets of FGDs having 6 members in each group. The in-house guests were not comfortable disclosing their identity hence their privacy has been our top priority and we have not mentioned or disclosed their identity anywhere during the research journey. The data is analyzed with a prime view of retaining the participant's responses (owners, GMs, in-house guests, HODs, supervisors, and assistants). In the detailed

process of developing the themes, sub-themes, and major themes the researcher immersed himself in the qualitative data thereby identifying the emergent categories and the different patterns. During the process the linkages between patterns and the different categories were applied to develop the sub-themes, further the researcher tried to group the sub-themes which held together in a meaningful but in distinct way, later those themes which merged in a coherent yet unique manner were further grouped as a major theme (Cresswell, 2002). Later the convergence in the respondent's viewpoints, experiences, and stories was often linked to their prime role, responsibility, and the level of participants. Sources triangulation and member checks ensured a methodological detailing and in-depth process. The researcher has also recorded and interpreted the data based on the research objectives. The respondents have been assured that the information furnished would be dealt with confidentiality, and that personal information would not be revealed about the respondents. Moreover, to establish the trustworthiness of the qualitative research, the terms credibility, authenticity, transferability, dependability and confirm ability have been used as the equivalent for internal validity, external validity, reliability, and objectivity of the data (Creswell, 2007; Schwandt *et al.*, 2007).

4) Analysis and Findings:-

For the current research, the universe which was selected is Haridwar and Roorkee and the focus has been on the star-category hotels of these two destinations. The researcher had attempted to focus on one group of hotel chains only and the best possible option was to include the Sarovar group of hotels as the same group has hotels in Haridwar and Roorkee both. The researcher had tried to include the in-house guests as well and the guests were approached only after taking a prior appointment and the permission from the General Manager of the hotel. The researcher tried to include the respondents mostly between the ages of 20 years – 50 years old. The researcher also considered gender as an important aspect and considered the gender division ratio of 70:30 because very few women employees agreed to participate in the survey while others refused to either participate or disclose their identity. On the Income scale, 85% of the respondents had a very low income and poor salary structure, whereas 10 % had a moderate and around 5 % had a relatively higher income at both the Sarovar hotels. The Sarovar group of hotels follows a set and well-defined salary structure for each level which remains almost the same for all the hotels depending upon tier 1, tier 2, or tier 3 cities of our country. Around 20 % of the employees at both hotels were from different states such as Bihar, UP, Himachal Pradesh, Delhi, and other neighboring states and most of them have been working for the last 2-5 years. A good number of local people were employed at both hotels and a ratio of around 30% – 70% of men and women employees were maintained at the hotel. Education level, formal training in computer education, lack of technical knowledge of digital technology, and lack of professionalism were a few issues that were observed, however, language also was a big hurdle as most of them were not fluent in English.

4.1) Digital marketing and its application at the star category hotels of Uttarakhand:-

Digital marketing over the last decade has made significant changes in the marketing space and gave many new channels for selling hotel products. Star category hotels of Uttarakhand are no longer behind the world, the data highlights that most of the star hotels use social media marketing (SMM), internet and mobile applications, and search engine optimizations (SEO) to advertise their hotel products & services on Google and online magazines by search engine marketing (SEM). It was also observed that there exists a wide range of competition from the different start-category hotels, government-owned players, Airbnb, and even the boutique hotels which are located at the different tourist destinations of Uttarakhand. Major hotels like Taj, Jaypee, and Marriott in Uttarakhand have formed online communities where the hotel guests share & communicate their experience and their overall feedback about the hotel and their stay. These online sharing of information and feedback about the hotel products have become a major digital marketing tool for the star category hotels of the Uttarakhand and have increased the awareness of their brand, hotel products, and the world-class services they offer to the guests (Akar, 2010:119). It was also found that major hotel chains use online videos through youtube to market their products by showing the hotel rooms, restaurants, banquet halls, spas, fitness centers, bars, coffee shops, and other guest facilities to guests. Hotels even encourage the guest's to make small reels and instaposts showcasing their hotel and expressing their overall stay experiences to attract more customers and market their hotel products & services. Hence it can be stated that digital marketing and its application at the star

category hotels have made a huge impact when it comes to marketing hotel products and services online and proved to be more efficient and effective as compared to the traditional way of marketing.

4.2) Digital marketing and customer brand loyalty for Uttarakhand hotels:-

The creation of a brand is the most significant and challenging aspect in the overall journey of the hotel business of Uttarakhand, which ultimately leads to gaining the trust of the customer and earning brand loyalty of the customers over the period of time. In the last two decades, the hotels in Uttarakhand have worked on their digital strategies to achieve the guest's demand and used social media tools to engage the guests for building their hotels a stronger brand in Uttarakhand. It was found that in the case of Uttarakhand star hotels the biggest advantage of digital marketing is to be able to reach the target audience by using interactive media and the moment when a customer's needs and requests are met is also the moment when customer satisfaction and brand loyalty is achieved (Molla and Licker, 2001:136). It was also observed especially in the case of four-star hotels of Uttarakhand that there is a need to create meaningful digital content for the domestic and inbound tourists to make a better impact and connect with the guests to increase the traffic and movement of tourists for these hotels. The guests want to feel a personal connection and need special attention from the hotel brand. Further, it was observed that the digital marketing tools over the last two decades had enabled Uttarakhand hotels to connect with the guests directly and suggest to them the varied product and services/facilities or the packages they offer to the guests for selection and booking.

Few respondents from the star hotels also highlighted mutual communication and how their hotels use online marketing to increase customer satisfaction and brand loyalty. A total of 65% of hotels highlighted that a strong digital media presence has a huge impact in achieving higher guest satisfaction, a higher degree of efficiency, zero communication gap, and faster response, which eventually leads to brand loyalty. A range of 73% of the guests who were the respondents preferred online marketing as compared to the offline marketing channel, and a higher degree of dependency on the online medium was observed as compared to the offline mode. A total of 53% of the hotel employees pointed out that digital technology had helped them to capture a good range of information about the in-house guests which ultimately helps them in offering more personalized services to the guest which results in converting guests into brand ambassadors. The GMs of the leading hotels even spoke about the scope of AI to a certain extent to increase the efficiency of services with zero error but at the same time, they agreed that an emotional bond with guests and personal touch leads to brand loyalty. Few senior managers emphasized the feedback mechanism where online reviews should be an essential part of the digital marketing strategy of the star category hotels. The managers also pointed out that based on the reviews of the in-house guests an appropriate course of action in the digital strategy could be adopted where the quality of products and services can be improved. Further to build trust between the guests and the brand an effort should be made to turn a satisfied guest into a promoter of the brand using the digital marketing tool and digital platforms and will promote the brand and its services to its friends and families. Hence the star-category hotels of Uttarakhand need to focus more on digital strategies and efforts should be made to retain the guests as brand ambassadors. In the case of Uttarakhand hotels use of digital technology will be the major yardstick to attract and retain domestic and inbound tourists.

5) Conclusion:-

Digital marketing no doubt over the last few decades have proven to be a low-cost and one of the fastest medium for advertisement and promotion. Digital marketing by the leading star category hotels of Uttarakhand has witnessed a huge growth in the overall occupancy percentage and increased tourist traffic for both domestic and international tourists. The hotel industry of Uttarakhand has witnessed a higher degree of dependency on the internet and digital platform to promote their hotel and tourism products. However, there is still a need to implement holistic digital marketing strategies by the star category hotels of Uttarakhand which will strengthen the marketing strategies by making them more effective and ensuring a good return on the investment. Uttarakhand star category hotels have experienced a paradigm shift in the field of digital marketing, a major shift has also been observed in guest preferences and the recent trends pertaining to the hotel industry. Nevertheless, with the help of digital marketing the hotels in Uttarakhand have been able to target potential customers with detailed information about their preferences, changing trends, guest expectations, and the level of services they are expecting from the hotels. These real-time guest information and data help the hotels to prepare well in advance and offer the product and services in a much better way

which eventually leads to higher brand loyalty from the guest towards the particular brand. In fact, there is also a need to have a strong support system from the government side as well, a strong PPP model will be highly effective in the case of Uttarakhand. Hotel associations, GMVN/KMVN, local travel agents, tour operators, and even tourism associations also need to join hands together to achieve comprehensive and long-term growth and development in Uttarakhand.

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