

RESEARCH ARTICLE

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EMPLOYING ELECTRONIC ADVERTISING IN HOTEL MARKETING AN ANALYTICAL STUDY OF THE CONTENT OF TOURISM ADVERTISEMENTS PUBLISHED ELECTRONICALLY

Dr. Najm Abdulaali Abbas Aboud Aldaamy

Al-Furat Al-Awsat Technical University / Karbala Technical Institute, Iraq

Email:- najim.abbas@atu.edu.iq

Abstract

Hotel marketing is the basis for promoting any hotel service, and it is the reason for the success of the hotel's establishment and the tremendous increase in its monthly profit returns for the hotel owners, as well as the rise in revenues allocated to the hotel itself. After developing the hotel marketing method, most hotels do their work via the Internet (e-marketing). This method makes many of its steps easier for them and produces excellent profits for the hotel without any problem or error in the same hotel marketing system. By entering the hotel marketing website, it also makes it very easy for guests and tourists, especially when they arrive at the places they want to go to. The payment process is electronic for each hotel and booking what they receive from it. Without having to go to the hotel more than once, knowing what the guests and tourists need from hotel marketing and providing them with all means of comfort and safety when starting the marketing process is essential.

Keywords Hotel Marketing, Electronic Marketing , Tourism Advertising.

INTRODUCTION

Competition is increasing in the tourism and hotel marketing environment, and all organizations concerned with the hospitality industry, which includes the tourism and hotel industries, operate by traveling to any country that contains the elements of tourism demand. Although the world has now become like a small village after the tremendous development in information technology and globalization, From here stems our great interest in developing hotel tourism marketing in our dear country, Iraq, which possesses tourist, hotel, cultural, historical, natural, environmental, and many other components.

Its possession of many types of tourism, including religious, recreational, sports, therapeutic, and

historical tourism, which requires that there be tourism and hotel marketing for all of these types of tourism through the continuous promotion of the hospitality industry in Iraq, as tourism marketing occupies great importance in the hospitality industry, through employing. Electronic advertising for tourism and hotel promotion of the country's tourist attractions.

Chapter One

Methodological Framework

First: Problem of the study

The need for marketing in organizations, including hotel organizations, is a requirement to achieve excellence in performance and continuity in their field of work in light of a highly changing

competitive environment as a result of the information revolution and technology, as well as its necessary role in improving the level of service provided in hotel organizations and based on the above. The research problem can be determined by raising a set of questions as follows:

- 1- What are the tourism advertising concept and its role in hotel promotion and marketing?
- 2- To what extent do advertising methods match the elements of tourism marketing objectives?
- 3- What are the types and methods of tourism advertising published on the Facebook page of the Al Quraishi Hotel (research sample)?
- 4- What is the frequency of advertisements published electronically on the Facebook page of Al Quraishi Hotel (research sample) during the study period (1-1-2022 to 12-31-2022)?
- 5- To what extent does the use of tourism advertising match the elements of electronic marketing?

Second: The importance of the study

The research gains its importance from the variables it includes, namely hotel marketing and electronic advertising, as they are necessary foundations in increasing the capabilities of hotel organizations to face competition between them and similar organizations. The importance of the research is evident in its theoretical and applied aspects as follows:

- 1- Highlighting the importance of employing electronic advertising in hotel marketing.
- 2- This research contributes modestly to enriching this topic and serves as a reference that other researchers can use.
- 3- Despite the large number of research and studies that included electronic advertising, there needs to be more research on its relationship to hotel marketing.

Third: Objectives of the study

- 1- Preparing a theoretical framework to identify electronic advertising and hotel marketing as essential variables in hotel organizations.
- 2- Identify the nature of the relationship between electronic advertising and hotel marketing.
- 3- Identify the availability of hotel marketing capabilities in the Emirate Tourist Tower Hotel in the holy city of Karbala by employing electronic advertising to promote the hotel industry.

4- Arousing the interest of hotel organizations in the city of Karbala in the topic of research due to the importance of these variables in improving hotel performance, especially in the Emirate Tourist Tower Hotel in the holy city of Karbala.

5- Build a hypothetical model for the research variables and test them, based on which conclusions and recommendations can be built.

6- Coming up with a set of recommendations for the research sample at the Emirate Tourist Tower Hotel to develop economic development in the holy city of Karbala.

Fourth: Areas of research or limits of research

1- Spatial field: The spatial field of this research is represented by the Facebook page of the Emirate Tourist Tower Hotel in the holy city of Karbala (research sample).

2- Temporal scope: This means the period subjected to study and analysis, from 1-1-2022 to 21-31-2022, for one year only.

3- Thematic area: It represents all the advertisements published on the Facebook page of the Emirate Tourist Tower Hotel, which was subjected to analysis during the period of the study.

Fifth: Methodology of the study

The research methodology is defined as (a design through which plans can be drawn up) to collect information that makes the research fulfill the purpose in a simplified, coherent, and systematic manner. The current analysis included the use of the descriptive method, which is concerned with the analytical study in analyzing its results related to its topics and variables to identify the relationship. And the influence between them and reaching results that prove the reality of a logical link between the research variables based on the references and sources available about them.

Chapter Two

Theoretical Framework

Electronic Advertising

Tourism advertising and its role in hotel promotion and marketing

Tourism advertising is one of the most important means of communicating with tourists to introduce them to the tourism programs that are offered

Provided by the organization, whether in general,

including the general framework of the organization and all programs, or in a form

A special one that accommodates all the detailed and accurate data and information about a specific tourism program in itself

The advertisement addresses a group of tourists' needs and desires, the most important of which is the need to travel

It is motivated by the love of knowledge, research, and exploration, and on this basis, advertising is a crucial method

One of the means of promoting tourism and tourism advertisement may be official, whether at the level

Local or global countries or government tourism bodies work to persuade tourists

The importance of enjoying the natural gifts that characterize countries, historical monuments, or religious sanctities

Or therapeutic sanatoriums and resorts for recovery and sports, or places of entertainment, recreation, or visiting

Family and friends, or the original homeland of parents and grandparents, especially immigrants, or doing so

Marketing and purchasing goods needed for the home and family or for investment purposes

And practicing various businesses and attending seminars, exhibitions, and international conferences, and it may be

Tourism companies and travel agencies carry out particular advertising regarding the tourism programs they offer

A specific tourism program and not another, after advertising, is the most common method used by the organization to achieve contact with the consumer, and it is known as paid non-personal contact.

Directed to the audience of readers, viewers, or listeners to persuade or influence them regarding The product, and through advertising, the organization seeks to enhance the product's image in the consumer's mind.

By introducing this product and its advantages and benefits, that is, the advertisement works hard to achieve

Effective positioning of the product to achieve the organization's goals

Advertising is an effective means capable of attracting the attention of the most significant possible number of people and paying them attention

To accept the offer presented to them, whether it is a resort, hotel, or means of transportation

Thus, the advertisement aims to create a desire that affects the tourist's psyche and prompts him to participate

In internal and external tourism activity for viewing, learning, and promotion.

Tourism advertisements work to entice current and prospective tourists to visit the organization. Tourism and benefiting from the services and facilities available, thereby displaying an impressive image

Different from the advantages of these services, the face of helping from them, how to access them, and the contentment that the tourist obtains as a result of consuming them since the advertisement aims to visit sales from

Tourism services, by stimulating the mental and emotional types of purchasing motivation, it is necessary

It includes features that have high attractive power, including informing the market of low prices during the seasons

Specific and diverse tourism programs that respond to the different tastes of tourists (21).

The Origins of Tourism Advertising and its Definition

Most international tourism experts point out that the year 1845 marks the beginning of tourism advertising activity

That's when Thomas Cook, founder of the London-based Cook Travel and Tourism Agency Issuing (Al-Sayeh) magazine, which published the first issue of the first announcement about the trips that took place

It is organized by the Foundation for several tourist areas in the British Isles to introduce readers to this topic.

The magazine mentions these trips, their destinations, prices, times, how to book, and more.

Information the traveler needs (22)

The importance of advertising increased after World War II due to the increase in goods.

Products, the diversity of their assortments, and the increase in the number of their producers. On the other hand, there has been tremendous development in...

The means used to broadcast advertising to the consumer audience. Advertising is defined, according to the American Marketing Association, as (an impersonal means of presenting ideas, goods, or services by

An unknown party in exchange for a paid fee), and the German scientist Philip Kotler defined it as (art).

Identification helps producers introduce their potential customers to the goods and services they offer

They display them and help consumers identify their needs and how to satisfy them.

Tourism advertising is those impersonal efforts that work to influence the conscience.

And the emotions and perceptions of tourists and directing their tourist behavior towards contracting a tourism program

Together or on the tourism services of a specific tourism company (25), advertising is an essential means of

The means of promoting tourism is to influence thinking, perception, trends, and behavior.

The prospective tourist by sending him a specific advertising message that includes tourist information

Certain things become the focus of tourism advertising, which uses specific advertising tools to address

Motivations and needs of this tourist. The tourism announcement may be official at the level.

Local or international, it is carried out by countries or governmental tourism bodies and works to persuade tourists.

The importance of enjoying the country's natural gifts, historical monuments, religious sanctities, etc

Medical spas, products for wellness, sports or entertainment, and promotional places.

Hotel Marketing

The tourism and hotel services sector at present is going through a distinct stage due to the comprehensive radical changes and the significant developments the world has witnessed

and is witnessing in modern technology and information.

Many countries of the world have realized that tourism in the coming centuries is not only the largest industry in the world but that will be the largest of what the world has witnessed, by a large margin, as these countries were interested in opening new markets alongside the traditional ones to continue the tourism tide throughout the year and provide tourism programs with high-quality services. And appropriate distribution outlets that will increase the duration of the tourists' stay, in addition to possessing advanced means of tourism and hotel promotion.

Hotel Marketing Concept

Marketing is one of the essential activities of business organizations, whether aiming for financial profit or charitable organizations called non-profit organizations. The general pervasiveness of marketing activity in all governmental and private organizations has been established during the last three decades, which is confirmed by the latest definition of marketing was announced in 2007 through a conference. An international forum for the American Marketing Association (AMA) resulted from several global annual meetings to update the definition of marketing, which the association began in 2004. It stipulates that marketing (those efforts to find, communicate, and deliver value to customers and manage relationships with others in a way that achieves the goals of the organization and its rights holders) is based on this modern philosophy of the concept of Marketing. Several administrative units have been developed in the organizational structures of marketing departments in successful organizations, examples of which include the Marketing Monitoring Center, Marketing Intelligence, Marketing Review, Marketing Decision Support, Customer Care, Customer Relationship Management, and many other modern administrative units attached to the Marketing Department in organizations, including the Marketing Department. Loyalty marketing may be in the form of a department, team, or department, depending on the size of the organization (Al-Malkawi, 2012: 15). Marketing is a human activity

linked to the existence of individuals and their behavior. The marketer must recognize the needs and desires of these individuals so that he can satisfy them (Al-Hadid, 2010: 17).

Hotel marketing can be defined as a set of different marketing strategies and techniques that hotels use to promote their business and the services they provide to customers in a way that leaves them with a positive impression of the hotel. These strategies make the hotel as attractive as possible to attract the most significant possible number of customers, especially since the field of the hotel and hospitality industry is one of the sectors in which there is very great competition, so hotel marketing is essential, as it is how hotels can display and promote their services in a way. Distinctive and unique from others, in a way that shows customers the benefit and advantage that distinguishes this hotel from others, to ensure its quality and gift over competitors. The importance and use of hotel marketing lies in helping hotel owners increase the number of reservations and thus increase the revenues they generate by keeping up with all the marketing strategies and mechanisms used. Due to the spread of digital marketing, many hotels have now turned to online hotel marketing, giving a more significant opportunity for the hotel marketing space. Your hotel's name is shared with people through websites, social media, email, and various other channels.

The Importance of Hotel Marketing

Hotel marketing is the basis for promoting any hotel service, and it is the reason for the success of the hotel's establishment and the tremendous increase in monthly profits for the hotel owners, as well as the rise in the revenues allocated to the hotel itself. After developing the hotel marketing method, most hotels do their work via the Internet, making it easier for them to do many things. From its steps, it also produces significant profits for the hotel without any problem or error in the same hotel marketing system. It also makes it much easier for guests and tourists, especially when they arrive at the places they want to go, by entering the hotel marketing website for each hotel and booking what they want from it. The

electronic payment process is done without the need to go to the hotel more than once, as its importance also lies in knowing what it needs. The guests and tourists are part of hotel marketing, providing them with all means of comfort and safety when starting the marketing process. Any marketing process needs well-studied and pre-planned strategies to get it right. **Marketing Steps for Hotels**

Marketing a hotel and making it attractive to customers is not an easy matter, as it is not limited only to knowing what the customer needs in terms of comfort and safety when staying there, but instead requires well-thought-out strategies and plans, in addition to the fact that hotel marketing is witnessing many changes that must be kept up with to be able to compete in the market, so Everything must be understood regarding the marketing trends followed and applied in a way that suits the hotel to be marketed. The following are the steps followed for marketing hotels:

First: targeting the right audience

Second: Paying attention to the cleanliness and safety of the hotel

Third: Availability of a website for the hotel

As we previously explained, the importance of online marketing must be part of the hotel's marketing process by creating a website or pages for the hotel through social media sites to display critical information about the concept of the hotel and the services it provides, as well as making virtual video clips. The hotel has all its facilities, which plays a vital role in the customer's choice of one hotel over another. Many people plan to travel later, so they want to know what services this hotel will provide them and what facilities it has available before they visit it.

Direct Marketing in Hotels

Direct marketing has only appeared on a large scale in the past twenty years. It has grown clearly and quickly beyond what other marketing activities have witnessed so that direct marketing has appeared at the level of tourism and travel agencies and extensive service facilities and is used by tourism companies to facilitate the task of communication between customers and the hotel, especially in light of the ease of Contact and get

the answer immediately. Although the concept of direct marketing seems modern, this activity is old and has been described in many ways, and most of the images it includes (Abu Rumman and Al-Duwaihi, 2000: 233) are:

- 1- Direct mail
- 2- Postal order
- 3- The answer is direct

Developing tourism and hotel services

The offering of the tourism product depends on the availability of the elements for the tourism purpose and a set of services and facilities provided to the tourist.

Tourism departments develop the product out of their desire to create a market share of potential customers

One of the strategies for developing tourism services

- 1- Introducing amendments or improvements to the components of the tourism program.
- 2- Adding tourism services developed within the tourism program
- 3- Create programs that cover the components of the tourism offer available in Jordan and present these programs to new audiences (Al-Malkawi, 2008: 71).

Chapter Three

The applied aspect

(Emirate Tourist Tower Hotel in the Holy City of Karbala)

A brief overview of the hotel.

(Emirate Tourist Tower Hotel in the Holy City of Karbala)

The Emirate Tourist Tower Hotel consists of:

- 1- 14 floors
- 2- Each floor includes ten rooms

3- Allocate a floor for the restaurant

4- Floor as a prayer hall

5- An entire floor for private service includes a series of services such as washing and ironing clothes and washing heavy and light furniture. It contains the maintenance department, the service staff's accommodation department, the cleaning department, and other departments.

6- Each floor has a different shape in beauty, geometric design, and artistic touches and decorations, both modern and classic, symbolizing the city's history or the Arab Islamic style.

7- The hotel includes various administrative departments, such as the Board of Directors Department, the Executive Management Department, the Public Relations and Media Department, the Reception Department, the Reservation Department, and others.

The main design of this hotel is European.

It is considered one of the largest hotels in Holy Karbala and overlooks Imam Abbas and Imam Hussein (peace be upon him).

There are particular services provided to visitors by the Emirate Tourist Tower Hotel, such as transportation and farewell transportation in modern cars

Tourist hotel reservations are available for religious tourism campaigns at beautiful prices. Everything the visitor needs, including accommodation, transportation, and food services.

Address: Holy Karbala - Bab Baghdad - next to the shrine of Imam Mahdi (may God bless him and grant him peace)

Table (1) shows the type and forms of advertisements studied.

| Rank | The ratio | Repetition | Ad type | N. |
|------------|-----------|------------|-------------------------------------|----|
| The First | % 55 | 231 | Photographic tourism advertisements | 1 |
| The Second | %45 | 189 | Video tourism advertisements | 2 |
| | %100 | 420 | the total | |

In completing the research in the field, the researcher decided to subject several

advertisements published on the Facebook page and the website of the research sample hotel (Emirate Tower Hotel / Holy Karbala) to analyze the content of the tourist advertisements (photo and video) in the research sample.

Table (1) shows that the number of tourist advertisements that were subjected to the content analysis process for the period from 1/1/2022 to 12/31/2022 (for one year) only is 420 tourist advertisements, distributed by 231

photographic tourism advertisements, at a rate of 55%, and came in the rank First. In contrast, video tourism advertisements came in second place, with 189 videos, i.e. 45%. This indicates the interest of the tourism establishment in photographic and video advertisements due to their high ability in tourism promotion and hotel marketing because they contain the elements of sound, movement, realism, and color.

Table (2) shows the tourism ideas included in the sample of photographic tourism advertisements studied.

| Rank | The ratio | Repetition | Tourism ideas for the researched photographic tourism advertisements | N. |
|--------|-----------|------------|--|----|
| First | %16 | 36 | Focus on hotel attractions | 1 |
| Second | %26 | 60 | Show the architectural style of the hotel | 2 |
| Fifth | %17 | 40 | Focus on the tourism values of the hotel establishment | 3 |
| Third | %22 | 51 | Explaining the elements of tourism and hotel culture | 4 |
| Fourth | %19 | 44 | Focus on the multiplicity of functional architectural features | 5 |
| | %100 | 231 | Total | |

The results, as shown in Table (2), showed that there are five main ideas, especially for the photographic tourism advertisements studied, which are as follows:

1- The idea (showing the hotel's architectural style) ranked first, with 60 repetitions and a rate of 26%.

2- The idea (explaining the elements of tourism and hotel culture) ranked second, with 51 repetitions and a rate of 22%.

3- The idea of (focusing on multiple functional architectural features) ranked third, with 44 repetitions and a rate of 19%.

4- The idea (focusing on the tourism values of the hotel establishment) ranked fourth, with a frequency of 40 and a rate of 17%.

5- The idea (focusing on hotel attractions) was ranked fifth, with a frequency of 36 and a rate of 16%.

Table (3): Video tourism ideas for the sample studied

| Rank | The ratio | Repetition | Video tourism ideas | N. |
|--------|-----------|------------|--|----|
| First | %27 | 50 | Highlighting the news of the hotel tourism establishment | 1 |
| Second | %22 | 41 | Show the importance of hotel location | 2 |
| Fifth | %15 | 29 | Emphasizing the hotel's capacity | 3 |
| Third | %20 | 38 | Show hotel attractions | 4 |

| | | | | |
|--------|-------|-----|---|---|
| Fourth | %16 | 31 | Highlighting the diversity in folklore industries | 5 |
| | % 100 | 189 | Total | |

Table No. (3) shows that there are five main ideas for the tourism video advertisements studied, which are as follows:

- 1- The idea (highlighting the news of the hotel tourism establishment) ranked first, with a frequency of 50 and a rate of 27%.
- 2- The idea (showing the importance of the hotel location) ranked second, with a frequency of 41 and a rate of 22%.
- 3- The idea of (showing hotel attractions) was ranked third, with 38 repetitions and a rate of 20%.
- 4- The idea (highlighting diversity in folklore industries) ranked fourth, with 31 repetitions and a rate of 16%.
- 5- The idea (emphasizing the hotel's capacity) ranked fifth, with a frequency of 29 and a rate of 15%.

CONCLUSIONS

- 1- The marketing strategies and marketing methods used in hotels in general and the research sample hotel (the Emirate Tourist Tower Hotel in the holy city of Karbala) aim to promote the hotel's services.
- 2- Hotel marketing is prominent in electronic advertising (photo tourism advertisements).
- 3- Electronic advertising (tourism video advertisements) has a prominent role in hotel marketing.
- 4- The primary goal of hotel marketing is to increase the hotel's profits by investing all capabilities to make the hotel appear as attractive as possible.
- 5- Developing and improving hotel services using the latest hotel strategies and practical methods leads to actual knowledge of the guest's needs,

which leads to the prosperity of the hospitality industry.

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