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**Modern Marketing Management Techniques for Generations X, Z,
and Y in the Hospitality Industry**

The case of the Rixos Hotels chain

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Thesis abstract

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The thesis is about the creation and innovation development of marketing and promotion techniques by social media platforms for representatives of the generations X, Y and Z during the process of choosing a hotel for different purposes. With the main aim to increase the customer's loyalty and to attract more customers in the conditions of tough competition, the hotel management needs to boost their standard position to a new level. To achieve preponderance over the competitors, it is necessary to elaborate and implement renewed standards of quality and services.

The thesis study applied quantitative and qualitative research methods, including observations, data gathering and analysis, online surveys, and interview. The aim was to implement new ideas for an increasing customers' awareness in the hospitality industry, and to explore basic potential factors that influence the opinions and preferences of guests.

The results can be used in the hospitality industry by chains of hotels, marketing managers, and promotion specialists. This way, promotion campaigns that incorporate routine escape, local culture features, family values, or even humor in social media could have a significant impact on boosting occupancy rates in luxury hotels.

The results relate to the effective application of innovative marketing approaches that require a deep understanding of the preferences and behavioral characteristics of each of these generations. The growing interest in local culture creates additional opportunities for marketing initiatives, allowing companies to create unique and attractive offers that reflect local characteristics and traditions. In addition, the use of user-generated content (UGC) has significant potential to strengthen audience engagement and create a more authentic connection with consumers, which contributes to increasing the effectiveness of marketing efforts in the hotel industry.

¹ Keywords: hospitality industry, customer orientation, innovation techniques, marketing management, marketing campaign.

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1 Introduction

1.1 Thesis background and overall view

In modern oversaturated market and rapidly developing digital landscape, marketing has become an essential element for businesses across various industries. Within the highly competitive environment of the hospitality industry, effective marketing campaigns are crucial for attracting new and keeping already known customers, enhancing brand image, and driving revenue growth. As technology continues to influence the consumer behavior and preferences, hospitality businesses must adapt their marketing strategies to get the benefits on emerging opportunities and stay ahead of the curve. Moreover, with the noticeable change of the socio-cultural behavior all across the globe, the perception of advertising and the ability to consume information implement new rules and techniques.

This thesis is written to explore and create modern marketing campaigns for the hospitality industry's main segments. By analyzing new approaches, emerging trends and practices, the thesis information will provide valuable data into how hospitality companies can create valuable and effective marketing campaigns that resonate with their target audience. Moreover, in this thesis the role of technology, digital platforms and social media driven strategies in implementation of a successful marketing campaign will be viewed and discussed.

1.2 Thesis Structure

The thesis structure contains several main points, which are divided into the aspects of the topic. The introduction provides an overview of the research topic outlines the aims of the thesis and establishes the relevancy and value of the existing challenge on the context of the hospitality industry.

Literature review chapter presents a comprehensive review of relevant literature on marketing in the hospitality sector. It examines key concepts, theories, and frameworks related to marketing campaigns, consumer behavior, branding, and digital marketing strategies.

Thesis objectives demonstrate the individual purposes and the aims of the thesis, the expected contribution in both individual and professional aspects.

The methodology section details the research design, data collection methods, and analytical techniques used in this study. It outlines the process of conducting interviews, surveys, and data analysis to generate main insights.

The next two topics Emerging trends and Digital Marketing strategies in the Hospitality industry cover the existing trends and strategies that are used by the specialists. It covers also the weak and strong sides of the approaches and the possibilities for improvement.

Consumer Engagement paragraph perform the cooperation and relations between the company and the customers, the techniques that are used to maintain the customer flow and quality of the customer relationship management.

Then thesis is focused on the practical part of the research and presents the findings from the literature review, interviews, and surveys. It analyzes the data to identify successful marketing campaign strategies, emerging trends, and the role of technology in the hospitality industry.

The case study presents in-depth case studies of important hospitality businesses that are able in the future to implement innovative and successful marketing campaigns. It explores the employed strategies, the achieved outcomes, and the learned lessons.

Discussion and Implications: this chapter discusses the implications of the findings, highlighting the practical implications for hospitality businesses and offering recommendations for designing effective marketing campaigns. The case study explores the Rixos Premium Belek in Turkey to identify the advantages and disadvantages of the researched information and to analyze company's promotion and advertising campaigns in order to improve them. The final chapter summarizes the key findings, discusses the study's limitations, and proposes directions for future research in modern marketing campaigns for the hospitality industry.

2 Literature Review

2.1 Overview of the Hospitality Industry

Hospitality marketing is a specialized field that focuses on promoting and selling hospitality services, such as accommodations, food and beverage, and travel experiences. This industry has a diverse history that spans centuries, and in addition, it relates to various cultures and civilizations (Revfine, 2023). Moreover, this variety helps businesses in the industry to maintain the constant change and development, trying to keep the features of the host country and mixing it with the comfort standards of the guests. These kinds of features can include the geographical area of the hotels or accommodations, the set of the menu and the services offered. The concept of hospitality, which involves offering care, comfort, and entertainment to guests, can be traced back to ancient times. Beginning from the antiquity, the industry has experienced global changes. Back ago hotels meant no more than the meeting of the physical needs of the travelers, while nowadays hotels provide personalized approach to every client (Chen, 2013). Due to the reason, that hospitality industry is not modern phenomenon, but the aspect and almost essential part of the human life, it cannot be digitalized fully or tend to extinct. With the technological progress of the human abilities, it is easier for people to travel and, what is more important, to find the true wonders of the hospitality industry. The late 20th and early 21st centuries brought advancements in technology, leading to online booking platforms, globalization of hospitality services, and the integration of digital marketing strategies.

Any hotel has the hierarchical model that allows establishing the structured level of power and responsibilities. This model can slightly vary from hotel to hotel depending on internal and external factors, but the main principle is the same. The sample is presented in the following figure by Rosie (2017), which was segmented with six main departments in hospitality industry.

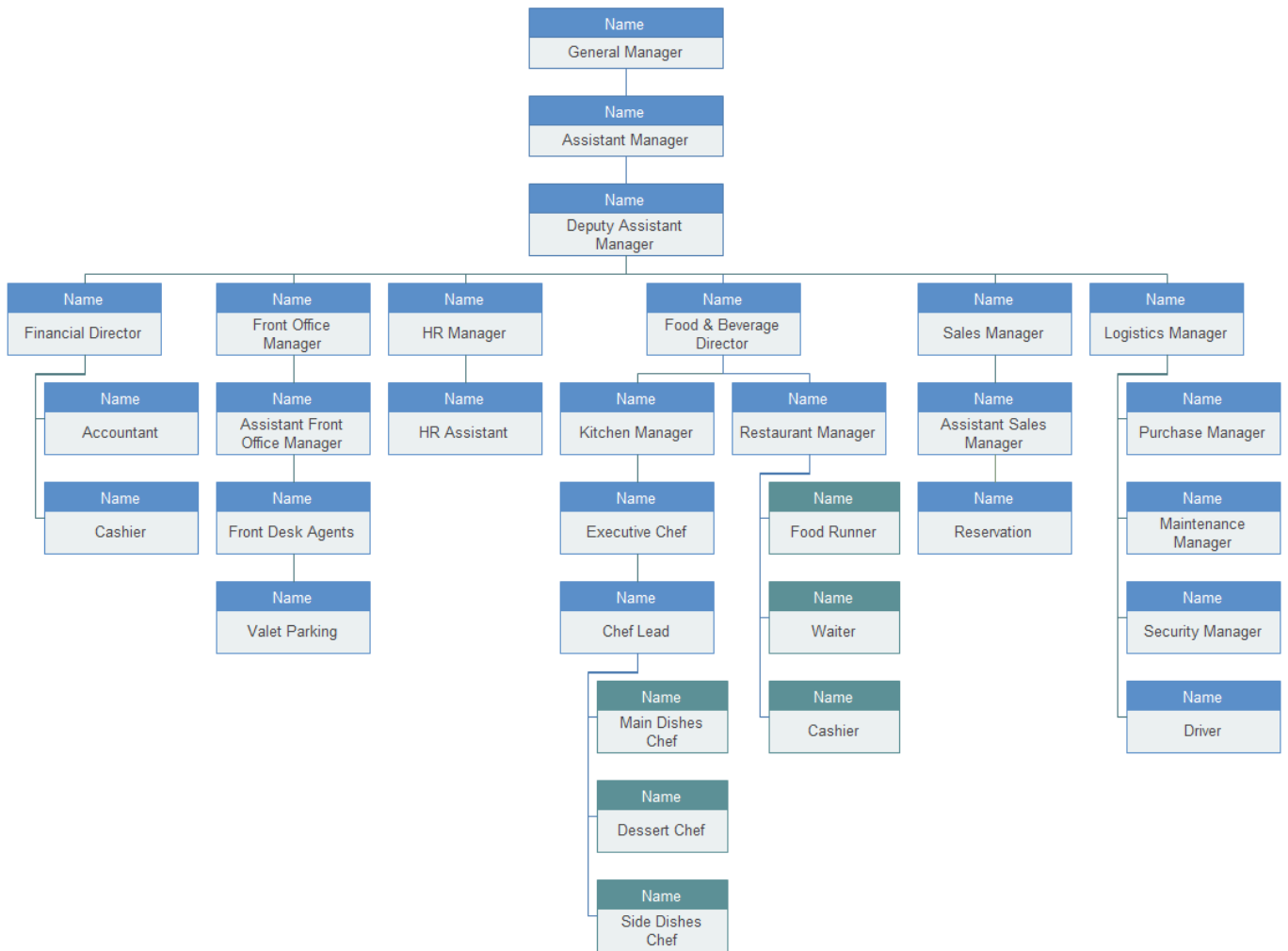


Figure 1. Hotel Hierarchy Model (Rosie, 2017).

The number of employees working in one hotel also depends on its size and popularity. In addition, a range of variables, including managerial changes, business decisions, and economic situations, can affect the number of employees.

2.2 Traditional Marketing approaches

Traditional marketing approaches have played a significant role in the success of hotel businesses over the years. While digital marketing has gained prominence in recent times, traditional marketing strategies continue to be relevant in reaching and engaging with target audiences. Due to the hospitality industry's roots, some traditional marketing approaches commonly used by hotel businesses can be seen old and not effective, but they still have beneficial potential (Sigala et al., 2021). Hotel businesses have historically relied on print

advertising in newspapers, magazines, brochures, and travel guides to promote their services. Print ads display the hotel's amenities, features, and special offers, targeting potential guests who prefer traditional media. Hotels utilize outdoor advertising tools like billboards, banners, and signage in high-traffic areas or strategic locations near airports, convention centers, or popular tourist spots. These eye-catching displays raise awareness of the hotel's brand and offerings. However, the ageless and the most effective promotional technique is the positive word-of-mouth recommendations from satisfied guests, which have always been a valuable marketing tool for hotels. Providing exceptional customer service, exceeding guest expectations, and encouraging guest reviews and ratings can generate positive feedback and attract new customers.

2.3 Emergence of fresh Modern Marketing Campaigns

It is worth noting that while traditional marketing approaches are still relevant, integrating digital marketing strategies with traditional methods can amplify their effectiveness and reach a wider audience. Combining online advertising, social media engagement, and search engine optimization (SEO) with traditional marketing can create a comprehensive and cohesive marketing campaign for hotel businesses. However, since the information about the services and products are available online and the need to communicate with the company representatives is decreasing to zero. That is why; successful marketing strategies in the 21st century require successful communication strategies.

Adaptation to changes is necessary for the understanding the specifics, helping advertisers adapt to changing market preferences and demands. From one generation to another, there are different ways how to influence on people and to specialize the advertising on a specific segment of the market. This thesis is focused on the segments starting from Generation X (1965- 1979) to Generation Z (1996-2012), as this period of time include solvent population and considerable part of the customers (LaFleur, 2023). The representatives of different generations value various characteristics and services, so to attract the attention from the correct audience, marketers should use separate approaches. In the world of modern advertising, understanding the different generations -Y, X and Z - is becoming a key factor in

the success of marketing strategies. Each of these principles, modern advances and preferences, and despite their influence, marketers can create campaigns that have the greatest relevance and appeal to their external environment.

2.4 Consumer behavior and expectations on the Digital Era

In the digital era, consumer behavior and expectations have undergone a significant transformation. With the widespread adoption of digital technology and the increasing use of online platforms, consumers now have instant access to vast amounts of information, resources, and choices. As a result, their behaviors and expectations have become more dynamic and demanding (Javaid et al, 2022). Today's consumers seek personalized experiences, authentic content, and social proof before making purchasing decisions. They expect whole online booking processes, mobile-friendly interfaces, and real-time communication with hospitality providers. The digital era has empowered consumers to research, compare, and review various options, influencing their decision-making process and challenging hospitality businesses to adapt their marketing strategies to meet these evolving consumer needs and preferences.

Widespread introduction of new means of communication and information technologies, allowing for in-depth and systematic economic diagnostics. The diagnostic results make it possible to carry out a complete business-analysis and analysis of competitors in the field of applied pricing and marketing strategies, analyze the degree of activity in the market, identify the profitability of the developed segments, and coordinate the demand and supply of hotel services. All this ultimately helps to solve the problems of loading hotel enterprises.

3 Objectives

The thesis carries objectives to analyze and compare existing trends in the industry of hospitality and how different generations are affected by it with the main purpose to create new effective marketing campaigns to attract more audience.

3.1 Main objectives

To examine the current trends and innovations in modern marketing campaigns within the hospitality industry and propose practical recommendations and guidelines for hospitality businesses to develop and implement successful modern marketing campaigns for different generations. Moreover, by the end of the process, be able to clarify the role of personalization and customization in modern marketing campaigns for enhancing guest experiences and driving customer loyalty.

3.2 Secondary objectives

To contribute to the existing base of knowledge on modern marketing trends and their implications for the hospitality industry and create a valuable source of the information about the modern digital marketing strategies in the hospitality industry.

4 Methodology

The study will adopt a mixed-methods research design, incorporating both qualitative and quantitative approaches. This will allow for a comprehensive understanding of modern marketing campaigns in the hospitality industry, encompassing both subjective insights and statistical analysis.

4.1 Data Collection Methods

Qualitative data: Semi-structured interviews will be conducted with marketing managers and industry experts from a diverse range of hospitality businesses. These interviews will explore their experiences, perspectives, and best practices related to modern marketing campaigns.

Quantitative data: A structured questionnaire will be designed and distributed to a sample of customers who have recently engaged with modern marketing campaigns within the hospitality industry. The questionnaire will gather data on consumer behaviors, preferences, and perceptions related to these campaigns. The survey will be administered electronically, and data will be collected anonymously.

4.2 Sample Selection

The customer targeted survey will be used to gather responses from a diverse range of customers who have an experience with planning and booking a hotel for the different aims. The segmentation technique will be made to ensure a representative sample by including participants from different demographics and geographic regions with various behavior and psychological lifestyles, but with the main condition to include three observed generations.

5 Emerging Trends in Marketing and Promotion in Hospitality Industry

5.1 Personalization and Customization

Hotels are utilizing data analytics to understand guest preferences and behavior. Personalized marketing messages, customized experiences, and targeted promotions contribute to enhanced guest satisfaction and loyalty. According to the report of the AltexSoft (2023), more than the half of the customers, to be more exact 56%, are more likely to repeat the choice after experiencing of the personalized attention in the hotels they stayed in. Customization not only simplify the process of decision making while choosing among the hotels, but also makes the staying more comfortable and encourage the audience to participate more in hotels social media life as they already know that it will affect their staying directly. Customization helps hotels to establish the difference level among the competitors by maintaining and improving the unique concept. This system is the key point to attract new customers and strengthen the relations with the repeated customers.

Personalization is the key at the stage when the guest himself does not really understand what he wants. In addition, when he has already made his choice, experienced the trip, accumulated experience and is ready to share it, personalization can help make his loyalty to the public and turn him into the company's "sales agent". Personalizing for customers with intent that is needed for the hotel represents an opportunity to prove to guests that loyalty pays off.

The high degree of rotation and high staff turnover observed in the hotel and tourism business impose limitations on the processes of knowledge accumulation, its use and sharing. The digital tools are extremely crucial when talking about working with people, but a human factor and personal aptitude to one or another worker is also the reason for a guest to come back. The guest relation person or CRM manager already has collected data about the guest and their preferences and is able to perform them on practice during the stay of the guest. In these conditions, developing employee loyalty and protecting corporate knowledge during their dismissal become critical factors for organizations in the tourism and hospitality industry (Lacalle, 2023).

Constantly maintaining procedures for the transfer and dissemination of internal knowledge helps to effectively accumulate knowledge both in an individual organization and in the hotel and tourism complex as a whole, since many employees have a huge amount of useful information.

5.2 Influencer Marketing

Influencers include celebrities (actors, singers, athletes, presenters) who have become famous due to their profession or hobby. Influencers can also be experts in a certain niche - doctors, psychologists, economists, etc. - who run their social networks and whose opinions the audience listens to. Typically, a company negotiates with a suitable blogger for a cooperation for a fee or through barter (Geysler, 2023). After this, the blogger talks about the product on the digital platform. Most often, information is presented as a recommendation, so the audience accepts such advertising loyally. In 2020, according to research from Influencer Marketing Hub, for every \$1 invested in co-marketing, one can earn up to \$18 (Geysler, 2022). Forbes states, «the Instagram factor is playing a critical role in millennials' digital travel decisions» (Arnold, 2018). Users justify the high refusal rate by a large number of intrusive promotion and advertising. The report shows that nearly 74% of consumers feel overwhelmed with advertising and 65% are ready to buy a product recommended by blogger (Donawerth, 2023). Because of this, over the past decade, brands have increasingly complemented traditional advertising efforts with influencer marketing. However, consumers still do not 100% trust influencers in collaboration with a brand.

The main difference between influencer marketing and some other types of promotion is the ability to track audience reactions. The advertiser can evaluate engagement - likes, shares of the post, reviews and comments. Thanks to quick feedback, the company receives more information about the needs of the audience and can quickly adjust the advertising message.

The crucial part of the influencer marketing is the ability to find a right blogger, taking into consideration some of the important points. According to (Leung et al., 2022), following criteria is needed to choose the right person for the promoting to gain the maximum benefits: number of followers, frequency of the posts, influencer originality, follower brand fit and post positivity.

5.3 Social Media Marketing

Social media is not an autonomous channel. It goes beyond the digital realm and sends signals that are picked up by search engines for ranking, thereby increasing traffic to the brand's website, which in turn improves the bottom line.

Social media food culture encourages users to post photos and reviews of their restaurant experiences, giving an easy indication of how customers perceive the offerings and perhaps highlighting small changes that can be made to improve that experience. From that it is way easier to track the satisfaction of the guests and creates the way to expand on it. Moreover, 94% of companies acknowledge that the social media is the main tool in creating personal connections with the customers and stronger loyalty bands (Gomez, 2023).

Taking into consideration the different preferences of each customer segment, the importance of the market analysis is rising. With the right strategy, all social media platforms can unlock the hotel booking potential by inspiring users to travel. Nevertheless, it is important to remember that each social network is slightly different and may serve different purposes. Facebook and Instagram dominate when it comes to active users, which is why hoteliers should have these platforms as part of their social media marketing strategies.

Facebook as marketing channel: 42% of Facebook users post more about travel than any other event in their lives (Newberry, 2023). Any hotel should use this platform to communicate directly with the current and future customers and promote needed brand more effectively (Team, 2023).

Instagram: According to Admineb research in 2020, 76% of travelers use their photos from the holidays, so it makes Instagram the main tool for the promotion in the hospitality industry. Clearly, visual aesthetics, ease of booking, and overall quality of hotel websites play an important role in consumers' perception of a hotel and their willingness to book. Understanding how millennials feel about social media marketing is imperative for hotels to stand out from the competition and create a deeper, more intimate connection with guests. The expectations of service sector consumers have changed markedly: consumers are accustomed to actively using technology to manage their personal lives and want the same when staying in the hotels or restaurants. Accustomed to communicating with artificial intelligence,

they will appreciate the option of using a chat bot to guide them through the booking process. Instagram Stories are short photos or videos on an Instagram account (up to 15 seconds) that disappear after 24 hours. To successfully post a story, SMM manager must:

- make a great impression on the respondent in the first 7 seconds (Oliver, 2022);
- avoid outdated commercials, because respondents prefer to see the brand developing.
- use various filters and hashtags;
- suggest ways to use the product exactly as they need it;
- offer to observe and participate in the creative process underlying the creation of the product.

The user and the hotel are selling each other. For users with large followings who embody these qualities in their posts, social media activity can lead to paid partnerships with hotel brands. As an example, 2019, Clarion Hotel in Helsinki launched a joint marketing campaign called #YearInClarion. The idea was to select and invite an influential person who could spend a whole year at the Clarion Hotel. The goal of the campaign was to expand the visibility of the Clarion brand to new target audiences. Another goal of the campaign was to further develop and shape the hotel's services in accordance with the wishes of the target audience. The hashtag #YearInClarion was created, and both the influencer and the hotel used it in their Instagram posts (Pirjetta, 2019).

5.4 Mobile Marketing and Apps

Mobile marketing and apps have become integral components of marketing strategies in the hospitality industry, transforming the way businesses engage with and serve their customers. Below is an analysis of the role of mobile marketing and apps in the hospitality sector.

Mobile devices have revolutionized the booking process in the hospitality industry. The convenience offered by mobile apps for hotel reservations, flight bookings, and restaurant reservations has led to a surge in mobile booking trends. Research indicates that users are

increasingly turning to mobile platforms for spontaneous bookings and on-the-go reservations, emphasizing the need for hospitality businesses to optimize their mobile booking experiences (Law et al., 2010). Mobile apps allow for highly personalized interactions with users. By leveraging data from app usage, preferences, and location, hospitality businesses can adapt marketing messages and offers. This co-creation of value, as described by Buhalis and Foerste (2015), enhances the overall customer experience and fosters brand loyalty.

Mobile marketing is aimed at people who are constantly on the move. That is why it is critical that your marketing content provides current and potential customers with personalized information based on time and location. So that they get the information, they need when they are ready to receive it. An effective mobile marketing campaign can use many different methods, including social media, mobile-optimized emails, text messages, location-based marketing, apps, and e-commerce. What to choose depends on hotel's campaign goals, target audience, and budget.

The rise of contactless services, including mobile check-ins, has been accelerated by the COVID-19 pandemic. According to analysis of online review platforms highlights the increasing importance of convenience in the hospitality sector (Xiang et al., 2016). Mobile apps play a crucial role in providing contactless services, enhancing guest safety, and streamlining operational processes. In conclusion, mobile marketing and apps have become indispensable tools for hospitality businesses, shaping the way they interact with customers, enhance personalization, and streamline operations. These references provide a foundation for understanding the evolving landscape of mobile marketing in the hospitality industry.

5.5 Virtual reality in Marketing

Virtual Reality (VR) has emerged as a transformative technology, reshaping traditional marketing strategies, and providing immersive experiences for consumers. This paragraph explores the role of VR in marketing, its advantages, and applications across industries, successful campaigns, challenges, and the future landscape. Marketers are finding it increasingly difficult to sell anything through direct advertising. Customers are looking for engaging content and will remember an advertisement if it not only "catches" them, but also is related

to their personal experience. Therefore, marketers are embracing new technologies to impress their target audience.

AR/VR can be a tool to enhance the consumer shopping experience by providing new opportunities for brands to help consumers remember and build brand trust by providing an immersive, interactive experience that evokes emotions and has a profound impact on the conscious and subconscious minds (Mileva, 2023).

The tourism and hospitality industry are also using reality conditions to improve their marketing trends. Virtual reality is now being used to create immersive experiences for company customers, allowing them to locate a destination or hotel. This can be an alternative way to get customers interested in complying with conditions or hotels and even help increase bookings (Mehta, 2023). In a practical way, VR is mostly used as a tool providing visual previews of the rooms or different facilities in the hotels. For hotels with conference and event spaces, VR is used to provide virtual walkthroughs of meeting rooms and event venues. This is particularly beneficial for event planners who want to visualize the space before booking (Frackiewicz, 2023). Also, VR can be integrated into concierge services, providing guests with immersive guides to local attractions, restaurants, and events. This enhances the overall guest experience and encourages exploration.

In conclusion, Virtual Reality is reshaping the marketing landscape by offering unprecedented opportunities for brands to engage and connect with consumers. As technology continues to evolve, the seamless integration of VR into marketing strategies promises a future where immersive experiences become the norm, transforming how brands tell their stories and consumers experience them.

This table provides brief characteristics and results of the above-described main trends in marketing for the hotel business. The table also contains data obtained from self-observation during internship. Each trend was analyzed and the advantages and disadvantages of each of them were identified for more convenient and effective study.

Table 1. Marketing trends (pros and cons).

Tools	Advantages	Disadvantages
<p>Personalization</p> <p>Data collection by CRM programs</p> <p>Analyzing guests' history with the hotel and customization of the room according to results</p> <p>Pre-arrival communication and request preferences</p> <p>Stuff is trained to deliver personalized service.</p> <p>In-room amenities and dietary preferences</p> <p>After leaving communication including collection and analysis of the feedback</p>	<p>Higher level of guest satisfaction leads to repeating guests.</p> <p>Improved guest loyalty by connection between them and the workers</p> <p>Strong base of guests who is ready to engage and contribute to marketing.</p> <p>Supremacy over the competitors</p> <p>Empowerment for the employees</p> <p>Reducing cost of acquiring new customers</p>	<p>The unexpected negative situations can lead to losing repeating guests.</p> <p>Higher expectations of the guests and dependence on human factor</p> <p>Poor trained staff can cause negative guest experience.</p> <p>Higher detail orientation as the small mistake can lead to misunderstanding.</p> <p>The increased operational costs may impact the overall profitability.</p> <p>Reliance on technology for personalization introduces vulnerabilities, such as system failures or cybersecurity threats</p>
<p>Influencer marketing</p> <p>Social Media platforms</p> <p>Instagram, Facebook, YouTube and blogs</p>	<p>Partnering with influencers can greatly expand a hotel's reach and bring the establishment to a wider audience</p> <p>Unobtrusive advertising is one of the main factors for the generations Z and Y</p>	<p>The effectiveness of campaign depends on influencer's social behavior and reputation</p> <p>High costs and possibility not to meet the ROI costs</p>

	<p>Collaborating with influencers permits hotels to target their marketing efforts more accurately, coming to audiences that adjust with their brand</p> <p>A well-executed influencer campaign can lead to expanded reservations, emphatically affecting a hotel's income.</p> <p>Making engaging content for the potential customers and development in visual aesthetic</p>	Short-term impact
<p>SMM</p> <p>Most demanding digital platforms: Facebook, Instagram, TikTok, YouTube</p>	<p>The most effective strategy is engaging content and authentic approach</p> <p>Allows to use different format including short videos as a most effective now</p> <p>Easy to interact, share and get the feedback</p> <p>Encouraging guests to create content fosters a sense of community and authenticity</p> <p>Chatbots which ease the functioning of the platform and supports customer 24/7</p>	<p>Negative comments and reviews can decrease the rate of bookings and influence customers' perception</p> <p>Oversaturating amount of information on social media</p> <p>Fast changing trends</p> <p>Algorithm changes on social media platforms can affect the visibility of hotel content</p> <p>Depending on platform's policies and terms</p>
<p>Mobile marketing</p> <p>Mobile devices and apps</p>	<p>More convenient source of information and support system for guests of different ages</p> <p>Allows to customize the stay, make reservations and improve overall experience</p>	<p>Challenging to make guests to install the app</p> <p>The cost of maintaining the services online via apps</p> <p>Compatibility issues may lead to user frustration, and</p>

	<p>Simplifying the collection of data and meets the demand on contactless services.</p> <p>Self check-in and check-out services</p>	<p>outdated apps may lack essential features or security patches.</p> <p>Sometimes even more questions are appeared because of the apps.</p> <p>Competition in app stores from various travel and accommodation apps</p>
<p>VR</p> <p>Virtual Reality platforms and bots</p>	<p>Immersive virtual room and hotel tours influence guests' decision-making</p> <p>Making the authentic and engaging content that can lead to supremacy over the competitors.</p> <p>As the guests can virtually learn about the hotel and surrounding, it make the hotel's VR tool a reliable source of information</p> <p>Allows to simplify the stuff training.</p> <p>Allows to use in creating content for special occasions (menu for the special events, invitations, maps)</p>	<p>High cost, implementation of VR requires qualitative specialists, time, and financial resources.</p> <p>Limited accessibility may reduce the potential audience for VR marketing content.</p> <p>VR may not be accessible to a broad audience due to limited market penetration</p>

Table 2. Marketing trends (summary).

Main Statistics	Summary
<p>56% of customers are likely to come back after experiencing the personalized service (AlexSoft, 2023).</p> <p>77% of travelers say that personalized recommendations have an impact on their decision to book, demonstrating how personalized experiences can lead to favourable online reviews (TripAdvisor survey, 2019).</p> <p>Revenue per available room might rise by 15% to 35% as a result of personalized upselling.</p>	<p>In conclusion, even if customization and personalization have many benefits for improving the visitor experience, it is crucial to carefully weigh any potential drawbacks in order to reduce risks and guarantee the effective application of these tactics in the hospitality sector.</p>
<p>Nearly 74% of consumers feel inundated with advertising and 65% are ready to buy a product recommended by blogger (Donawerth, 2023)</p>	<p>When influencer showcasing offers particular pros in terms of perceivability and validity, it comes with challenges related to realness, cost-effectiveness, and potential reputational dangers. A vital and well-managed influencer promoting campaign that adjusts with the hotel's brand values can use these focal points whereas moderating potential impediments.</p>
<p>94% of companies acknowledge that the social media is the main tool in creating personal connections with the customers and stronger loyalty bands (Gomez, 2023).</p> <p>42% of Facebook users post more about travel than any other event in their lives (Newberry, 2023)</p> <p>According to Admineb research in 2020, 76% of travelers use their photos from the holidays</p>	<p>To sum up, SMM is the main and most effective way of interacting with audience nowadays, even with considering with all the disadvantages and possible risks, there is no suitable substitution with the same power.</p>

<p>85% of travelers use their mobile devices to get the information for the trip (Elphick, 2023)</p>	<p>Mobile apps can simplify most of the existing services that are being provided by employees and allow guests to customize and personalize their own stay. However, most of the guests feel skeptical about the apps during their holiday.</p>
<p>88% VR users and event planners claim that it will play a crucial role in the planning and providing guests an immersive experience (Waida, 2019)</p>	<p>In conclusion, even though virtual reality presents novel opportunities for marketing in the hospitality sector, effective integration and broad adoption require resolving issues like high implementation costs, technological obstacles, and possible user discomfort. Businesses that are thinking about implementing VR should carefully consider how well it fits with their target market and overall marketing plan.</p>

6 Digital Marketing Strategies in Hospitality Industry

6.1 Website Optimization

Website optimization for hotels and effective marketing campaigns are crucial for attracting and retaining guests. According to Hollander (2023), clicks from organic search results account for over a half of website traffic, with less than 1% of Google searchers seeing the second page. It goes without saying that if the hotel wants its guests to use the website to make direct reservations, the website is needed to rank well in Google search results. Hoteliers do not usually prioritize SEO, despite the fact that it is essential for success in the organic search results.

An optimized website ranks better in search engines, attracts more traffic, which means the hotel receives more direct bookings. There are aspects of online marketing and SEO for hotels that need to be understood. In addition, indeed, what helps improve ratings and reviews ultimately contributes to search rankings and final positions in search results when searching for hotels.

Thus, several online resources now even offer the opportunity to send reviews of their guests directly to Google. For example, according to Hotelnews, 2021, TrustYou launched TrustYou Stars, a guest satisfaction solution that allows hotels to collect guest reviews and then send them directly to Google. These ratings and summary reviews are calculated based on an analysis of the quantity, quality and content of online reviews and TrustYou Stars surveys.

With the use of analytics tools, it is important to track website performance, user behavior, and marketing campaign effectiveness. Regular analysis of data helps to identify areas for improvement and refine your strategies.

By focusing on these aspects of website optimization and marketing campaigns, hotels can enhance their online presence, attract more guests, and build lasting relationships with customers.

6.2 Content Marketing

Content marketing is a powerful strategy for hotels to engage with their audience and influence different generations. Each generation has unique preferences and behaviors, and tailoring content to meet their needs can significantly impact their decision-making process. Here is an overview of how content marketing can influence different generations.

The pursuit of safety and long-term value is the main aspect for the people born between 1965-1979; representatives of Generation X prioritize stability and durability (Wagner, 2023). These are discerning consumers who value products or services that provide long-term value. Brands that emphasize durability, reliability and consistently consistent value in their services tend to resonate more with this demographic. The content should be focusing on long-term benefits and how products or services contribute to long-term solutions for everyday purposes promotes accessibility for Gen X's.

When it comes to sponsored material on Instagram, millennials—those born between the early 1980s and the mid-1990s—show preferences and behaviors within the platform's broad user base (Lister, 2023). Brands trying to attract this audience must understand their established habits. Content that improves their life and imparts new knowledge is highly valued by millennials. The online behavior of millennials is proven to be influenced by training, master courses, checklists, life hacks, and any other informational content that empowers and educates. Brands that present themselves as excellent resources of information and instruments for personal growth win consumers' trust and allegiance (Moore, 2022).

Among diverse demographic groups, Generation Z, born between the mid-1990s and early 2010s, stands out as a demographic with strong digital content consumption needs (Lister, 2023). This tech-savvy group will appreciate your Instagram marketing* campaign if it has the characteristics of authenticity, transparency and simplicity.

According to Ridge (2023), keeping these preferences in mind, creating campaigns for Generation Z necessitates a thoughtful fusion of real information, partnerships with influencers, formats that are meant to pique interest, and an easy way to shop. Using socially relevant themes, short movies, and quizzes, as well as getting bloggers to endorse items or services in real life are becoming essential components of attention-grabbing content.

By understanding the preferences of different generations and tailoring content accordingly, hotels can create a more personalized and engaging experience for their audience, ultimately influencing their booking decisions.

6.3 Email Marketing and Marketing Automation

Any email communication activity carried out by a company or brand with the goal of drawing in, keeping, or convincing a target audience to do a particular action is referred to as email marketing (Schilthuis-Ihrig, 2023). Discounts, promotions, exclusive sneak peeks, and prize draws are examples of DEMs, which are real commercial messages intended to compel the recipient—typically a demographic profiled according to interests to take action. According to WuBook (2023), it is preferable if they are straightforward and monotone: the elements of this kind of email consist of a message constructed around brief levers that provide a single, obvious input, such as "Call now," "Book now," and other encourage for the action.

According to Mailchip (2023), the hotel industry can benefit greatly from email marketing, which has an average open rate of 10–25% and a click-through rate of 1–3%. Accordingly, if a hotel sends out one email to fifty thousand recipients, the number of reservations it receives could range from forty-five to seventy-five.

Email marketing is the traditional form of marketing and as the world changes, marketers have to consider the new trends and analyze the statistics of classic approaches. As Samulska-Kholina (2023) states, 50.7% of millennial consumers cite email as a factor when making purchases. However, many marketers are beginning to believe that email is not as useful for connecting with this younger demographic. Email marketing is still a useful communication channel for millennials, as indicated by the 73% (Samulska-Kholina, 2023) of millennials who prefer to hear from businesses via email. They react favor to emails that are sincere, funny, and socially conscious because they want to engage with companies that share their values.

6.4 User-Generated Content (UGC)

In hotels, content created and shared by patrons about their experiences, stays, and interactions with the establishment is referred to as User-Generated Content, or UGC. This content may consist of blogs, social media posts, reviews, videos, images, and more. Compared to brand-created images, 70% of consumers trust photos from "people like them," and 61% of consumers are more likely to interact with an advertisement that includes user-generated content (Morris, 2023).

Users taking a privilege as they are becoming active participants in the brand's development and feel more connected to the community when they produce user-generated content (UGC). They feel closer to the business and more devoted as a result. Frequently follow their friends' or acquaintances' recommendations when selecting a product, customers experience more trustful perception of the product or service they purchase, or in this case, while booking. As the consumer and the provider of the advertisement are from the same social environment, it will be presented as the trustful and transparent. Due to its user-generated content nature, it takes on the quality of a highly personalized recommendation.

The social proof is the psychological phenomena that occurs when people make decisions about what to buy or order based on the opinions of others (Mull, 2023). Effective use of UGC content in social networks and instant messengers contributes to this phenomenon. Thus, user-generated content serves as a covert, implicit means of drawing in new viewers. Moreover, this phenomenon should be used on the social media platforms as much as possible, not only encourage customers to rate the service with stars, but to write own comment as a real guest. Providing the guests with the exact number of people who have already booked or stayed in the hotel. It may seem as though everyone in surroundings is using a product if it is genuinely well-liked by the numbers. People who are worried about losing out on advantages that others have already experienced will also be impacted by this strategy. Another way is giving the services or items on the website a "Sells Out Fast" or "Limited" tag. A product is most likely well-known and well-tried if

it sells out quickly. The concept of scarcity, which states that people prefer things that might soon run out, is also at work here in addition to social proof.

Table 3. Marketing strategies (pros and cons).

Main tools	Advantages	Disadvantages
<p>Web-site optimization</p> <p>Official website</p>	<p>Simple navigation and simple access for every generation</p> <p>Authentic and visually pleasant appearance leads to good impression, customer satisfaction and increases the chances to book</p> <p>Making the hotel more discoverable to potential guests</p> <p>Data-driven insights enable informed decision-making for continuous improvement.</p> <p>Relatively low costs</p>	<p>Optimization is an ongoing process that requires regular updates and maintenance</p> <p>Even well-optimized websites may face challenges in differentiating themselves within a crowded digital space</p> <p>Unpredictable algorithm updates may impact search rankings</p>
<p>Content marketing</p> <p>Social media platforms</p>	<p>Establishing brand identity and customer awareness</p> <p>Encouragement for engagement of the target audience leads to high interactions between the hotel and the customers.</p> <p>Relevant key words are the drivers of the search engines algorithms and cause the stream of organic traffic</p>	<p>Requires qualitative human and financial resources</p> <p>Standing out requires innovative and unique content, and even then, the competition may limit visibility.</p> <p>Handling negative feedback effectively is crucial to prevent reputational damage</p> <p>Inconsistent or low-quality content may detract from the desired brand image and user experience</p>

	<p>Wide spectre of opportunities for the authentic content and the ways to chow the uniqueness.</p> <p>Utilizing multiple channels provides a holistic approach, reaching different audience segments through preferred mediums</p>	
<p>Email marketing</p> <p>Emails</p>	<p>Allows to personalize messaging, promotions and special offers.</p> <p>Attracting new clients, strengthening the existing audience and analyze potential clients.</p> <p>Minimal costs with targeting large audience</p> <p>Increasing Brand loyalty</p> <p>Email marketing provides detailed analytics and metrics for campaign performance</p>	<p>High spam complaint rates can harm the hotel's email deliverability and reputation.</p> <p>Decreasing effectiveness among new users</p> <p>Requires maintaining updates</p> <p>More depended on text message, than visual appearance</p>
<p>UGC</p> <p>Social Media Platforms</p>	<p>Authenticity and trustworthy content and information for the users, including social proof and influence</p> <p>Increased engagement among the audience and brand awareness</p> <p>Does not require significant financial and human resource</p> <p>Increasing the booking rates and influence the decision making process</p>	<p>Hotels have limited control over the content shared by guests</p> <p>the quality and consistency of UGC may vary, leading to inconsistent messaging and visual representation of the hotel</p> <p>High orientation of privacy policies and sensitive information</p>

Table 4. Marketing strategies (summary).

Statistics	Summary
<p>Website optimization</p> <p>Clicks from organic search results account for over a half of website traffic, with less than 1% of Google searchers seeing the second page (Hollander, 2023)</p>	<p>Although there are many benefits to website optimization for the hospitality sector, there are also drawbacks, including the requirement for technical know-how and continuous maintenance. For website optimization to be successful, a strategic approach balancing technical aspects, user experience, and continuous monitoring is essential.</p>
<p>Content marketing</p> <p>Expedia Media Solutions (2017) found that 82% of travelers cite travel brand content as having an impact on their decision to book</p>	<p>To summarize, content marketing presents notable benefits for the hospitality sector; however, businesses must also be aware of the resource needs, challenges related to adaptability, and necessity of strategic management in order to effectively manage any potential drawbacks.</p>
<p>Email marketing</p> <p>One-third of millennials open their email as soon as they get out of bed (Samulskakholina, 2023)</p>	<p>In conclusion, hotels should be aware of potential drawbacks like spam complaints, deliverability issues, and competition for inbox attention, even though email marketing has many benefits for the hospitality sector, including direct communication, cost-effectiveness, and targeting capabilities. To optimize the advantages of email marketing while minimizing any potential disadvantages, a well-thought-out strategy that incorporates segmentation, personalization, and adherence to best practices is necessary.</p>

<p>UGC</p> <p>70% of consumers trust photos from "people like them," and 61% of consumers are more likely to interact with an advertisement that includes user-generated content (Morris, 2023).</p>	<p>Hotels can benefit greatly from user-generated content (UGC) in terms of authenticity, engagement, and influence, but there are draw-backs as well. Some of these include managing unfavorable reviews, upholding brand consistency, and navigating privacy and legal issues. Effective UGC strategies involve proactive monitoring, engagement, and response mechanisms to maximize the benefits while mitigating potential risks</p>
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The above tables are the summary of the collected information representing the marketing strategies that are used in the hotel industry. Each strategy shows advantages and disadvantages that should be considered when putting together a hotel marketing campaign for greater effectiveness. Depending on the hotel's external and internal resources and factors, these strategies can be used individually or in a mix of combinations to obtain the best performance.

7 Consumer Involvement and Experience

7.1 Personalized Communication and Targeting

The hotel sector is going through a paradigm change as it deals with the varying tastes of various age groups. In this dynamic changing environment, marketing strategies are essential for drawing visitors as well as for creating experiences that speak to the different requirements and preferences of different age groups. In the hospitality industry, this thesis explores the rules and methods of developing marketing campaigns that appeal to many generations, with a focus on creating distinctive and unforgettable experiences.

Identifying the features of key areas of dominance of a local representative is of paramount importance for each participant in the hotel market. Customers visiting different zones of a local environment demonstrate, accordingly, different purchasing behavior and different travel plans.

It is imperative for the hotel sector to comprehend the tastes, values, and expectations of Generation X in order to foster consumer involvement and a meaningful experience. Born between 1965 and 1980, the Generation X generation values efficiency, convenience, and experiences that strike a balance between work and leisure.

7.2 Loyalty programs and Customer Relation Management

A loyalty program is a system of rewarding and encouraging guests who come to the hotel often, so that they come even more often. It helps to build trusting, long-term relationships with the client (Koo et al., 2020). The main objective of the loyalty program is to increase the constant number of guests in hotels through a reward system: discounts, bonuses, additional services.

Firstly, increasing competition has led to a shortage of potential customers in many markets, and provoked a high risk of outflow of real customers. Secondly, the basic needs of consumers in most cases have long been satisfied; over the years, purchasing activity is less and less driven by the desire to simply buy the right product or service in a convenient place.

In a situation where one has to constantly make a choice between many similar goods and services, the motives of consumer behavior have undergone significant changes, become less predictable, and therefore cannot be controlled. It is a challenging practice to make a client an offer that is both genuinely worthwhile and enticing enough for him to accept it with enthusiasm in these circumstances. Based on statistical research, the well-known Pareto law (80:20 law) states that 20% of customers generate 80% of the profit (Chaffey, 2020). Loyalty programs should be created with the specific goal of keeping this twenty percent of customers in mind. Devoted customers often overlook minor errors made by their favored brand.

The concept of a loyalty program will only pay off if the privileges offered to customers actually have high value for them. The feeling that the value of the privileges offered is really high can become the main reason for customers to join the loyalty program. At the same time, they will be able to receive these privileges only by becoming its participants. The financial issue of developing a program is also equally important, and the inability to control the distribution of funds can often become the reason for its failure.

Practical Analysis

This practical analysis section aims to provide a comprehensive examination of how modern marketing management techniques are applied within the hospitality industry, offering valuable insights for marketers of the worldwide hotels.

The purpose of this case study is to examine and evaluate Rixos Hotels' comprehensive modern marketing management strategy. With its professionalism at digital marketing and its smooth incorporation of modern technologies, Rixos is an excellent example of how a high-end hotel brand can change with the times and prosper. Through an examination of certain tactics used by Rixos, the aim is to glean important lessons that apply to the hospitality sector as a whole, offering a guide for other professionals attempting to negotiate new features of contemporary marketing.

The survey analyzed the results of data from 127 social media users and the hotel guests, with the largest portion being members of Generation Z, who made up 61% of the total, followed by Millennials with 24%, and the remaining 15% represented by Generation X. This survey is aimed at identifying interests in advertising and key points in a marketing campaign, and the main goal is to understand how users currently react to advertising and how to attract more audiences. The survey data is presented in a pie chart with percentages, and is presented as follows:

Question 1. Select your generation gap.

The first question is aimed at finding the main audience target and identifying the main age group.

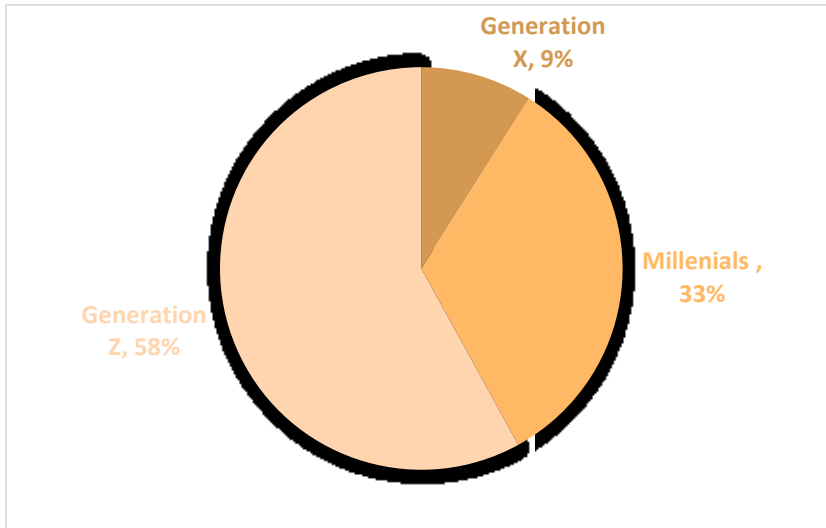


Figure 2. The generation difference among the respondents (n= 127; Gen X= 19; Gen Y= 31; Gen Z= 77).

Analysis: As was stated and proved in the theoretical part of the thesis, generation Z is the biggest part of the population and, according to this, they have largest purchasing power.

Question 2. When planning a holiday, what factors are the most important to you when choosing a hotel?

This question helps to understand what to highlight in the campaign to make it more effective and make the hotel look more convenient and desirable on the comparison with competitors.

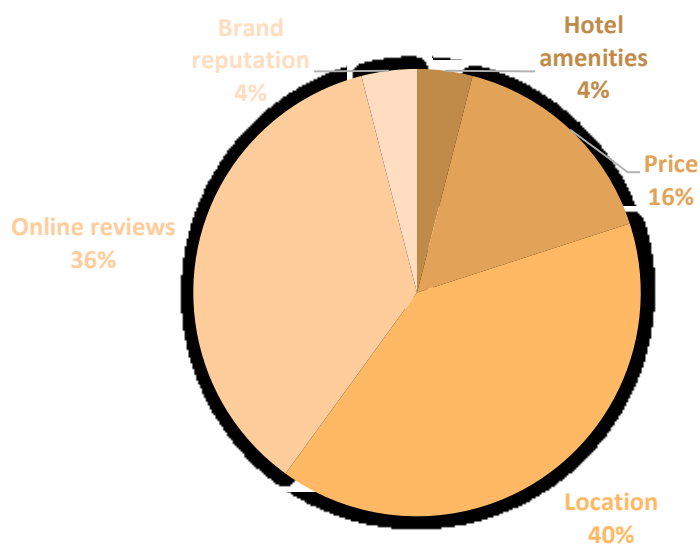


Figure 2. Factors of the hotels with the most influence on the respondents' choice (n= 127).

Analysis: From the diagram presented, the main factor in choosing a hotel is the location of the hotel and its location. It follows from this that in the following advertisement it is worth noting the exceptional or convenient location of the hotel, depending on the country of holiday: in European tourist countries, this is close to the main attractions, and, for example, in hot countries, close to the beach. Users are also interested in a beautiful view from the window, and unlike hotel features (such as large beds, a spa, or a gym), as is usually the case in advertising campaigns, it is worth paying attention to the view from the window and the convenient location of the hotel. Surprisingly, the second most important factor was the influence of online reviews and ratings. Here it is important to encourage guests to leave a positive comment about the services they received. To do this, it is necessary to develop projects that will interact with guests after their departure.

Price remains, as always, one of the decisive factors, as in any industry. The presence of promotions and loyalty programs that provide discounts and reduced prices for a particular service or product will help attract the attention of customers. Also, marketing should be aimed not only at showing a more profitable booking, but also at bringing pleasure from the process of its purchase, for this campaign needs to focus on the duration of the promotion and the benefits of purchasing.

Question 3. Which sources do you rely on the most when researching and choosing a hotel for your holidays (select all that apply)?

Answers to this question show where the customers seek for the information while planning the holidays and what they use as the main source of information. For marketers it is a reliable source where to put more efforts in locating the advertising.

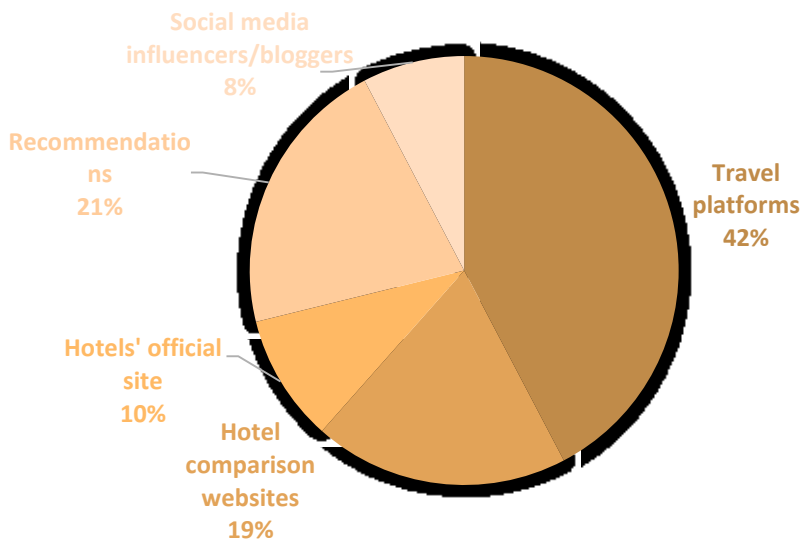


Figure 3. Sources travelers rely the most on (n= 127).

Analysis: According to the survey, the majority of respondents prefer to use Booking and other online travel sites when choosing a hotel, which is not surprising, since Booking now appears first when searching for tickets to a holiday destination and first when searching for a hotel on Google and Safari. A marketing company can benefit from this since Booking provides the opportunity to immediately view not only the hotel, but also reviews of it, so following from the question above, it is worth paying the potential guest's attention to the reviews and the visual component of the photographs. Websites that compare hotels work according to the same parameters and find the best option for the guest. Recommendations from other people have received a lot of votes, which again serves as a reason for hotels to launch more personalized content and services to make their stay feel special and share it with other people. Marketing also has an advantage in social networks when carrying out interesting interactive projects, the goal of which is to create more new guests who will talk and discuss it with other friends or family.

Official hotel web pages still have an important function and role in attracting guests, so when creating marketing campaigns for any generation, it will be important to place the main information about the hotel in an accessible format and attractive content. News and features of the location should be located in a prominent place on the site to immediately attract the attention of a potential client. Moreover, the use of automatic geolocation tracking will

allow sites to create an algorithm according to the preferences of the masses depending on the country.

Question 4. What makes the advertisement memorable or impactful for you, if at all? (Select all that apply)

The effectiveness of any advertisement depends on how much it has influenced the guest or client. This can be achieved in many ways. The question is aimed at understanding the preferences of the guests, so that specialists can apply the most effective model for communicating with the guest.

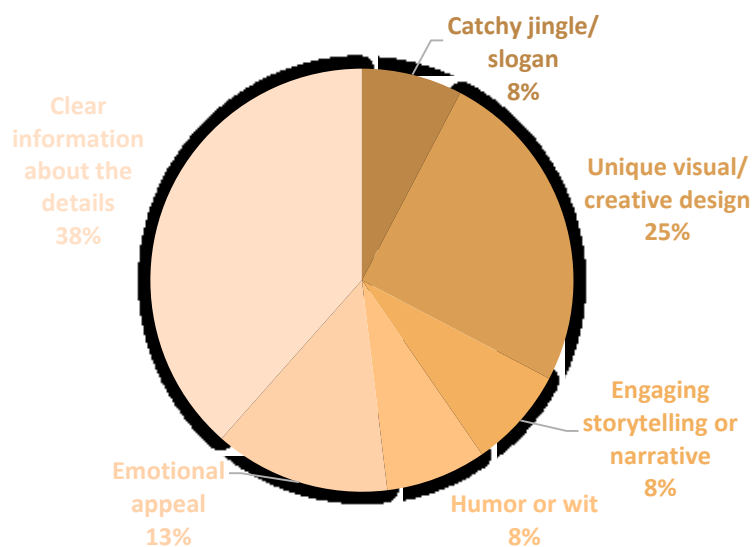


Figure 4. The most impactful factors of advertising for the respondents (n= 127).

Analysis: Based on the answers, most prefer clear information without unnecessary details. From this, it can be concluded, that in the era of an overabundance of information and a constant stream of information noise, people lose focus and get used to receiving data quickly. Accordingly, excessive deviations in the topic will begin to annoy the guest and cause impatience, and as a result, he will simply allow advertising.

However, visual presentation is also important. 25% of the guests replied that they would most likely remember an advertisement with an aesthetic appearance, which proves that

visual perception remains the main factor for attracting customers. In order to choose the right visual component of advertising, an analysis of the company or business and the target audience is also carried out. Rixos Premium Belek focused on light colours, namely white and gold, which is associated with luxury and high quality among guests. In addition, as an example, meeting and banquet halls, in the hotel they follow a business style and mainly include blue and red colours. Contrary to expectations, the slogan and humour were rated low, which means that you should not devote significant resources to developing slogans and memorable phrases, but rather pay attention to the clear formulation of information.

Question 5. In your opinion, what factors or elements in advertising are most likely to catch your attention? (Select all that apply)

The answers to this question will show which factors in advertising have the highest impact factor among guests and customers. The most pronounced answer option will help with the correct allocation of resources.

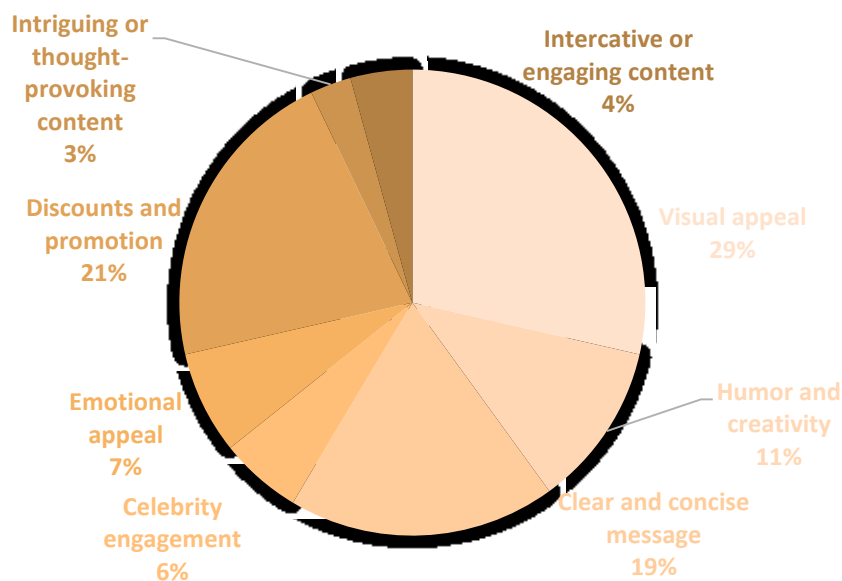


Figure 5. Elements of the promotion regarded as the most impactful for representatives of different generations (n= 127).

Analysis: Attracting attention to advertising as the first stage of psychological influence. Attention as a concept, its most important characteristics (volume, intensity, properties). The

most important factors of sustained attention to advertising (the nature of advertising visualization, the use of bright, expressive, original verbal and non-verbal advertising means, a special way of arranging information, etc.). According to the survey, most of the audience will firstly pay attention to the visual appeal of the advertising. One of the most effective and economical techniques to convey a thought to an audience or attract its attention is the colour. Before a person reads and comprehends what is written, the colour model will translate this information to the subconscious level. Colour is a means of instant communication. From the point of view of scientific psychology, marketing information is most effective if its visual content allows a potential buyer to clearly understand the meaning of the advertising message in a short time and obtain the necessary information sufficient to select and purchase a specific product. A marketing message is considered productive if a person quickly perceives and reacts correctly to the essence of the advertising message from the advertiser's point of view. In addition, the most beneficial part of correctly designed campaign is that despite of the age, it will affect the audience.

Question 6. What format of advertising do you prefer?

The format of advertising is a common management problem, as it depends not only on the social network, but also on how quickly advertising can attract the viewer's attention.

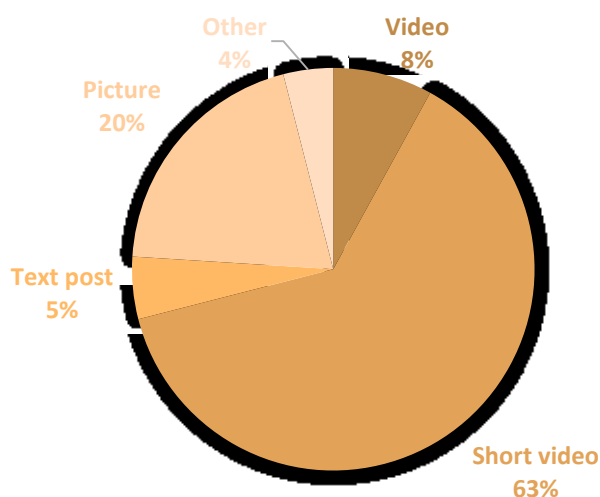


Figure 6. The most preferred format of advertising according to respondents (n= 127).

Analysis: Tiktok, Instagram reels, and short video reviews are currently the most popular advertising format. The main advantage is that in a short time you can simultaneously influence the guest with a beautiful picture and give information by ear. Based on the data, each representative of one of the three generations prefers to receive visual and auditory information through short videos. Video and text received the least attention, which means that saving the guest's time is a priority for marketing campaigns.

In addition, the promotion of short videos is the most accessible and relatively easy, since now social networks offer the most popular music and templates, and thanks to the algorithm, it promotes advertisements to the right target audience. The content should be stylish, creative and consistent with the overall image of a luxury hotel. Regular content updates and interaction with the audience will help strengthen marketing efforts and maintain the hotel's demand among luxury lovers. The content can be developed in all directions and departments of the hotel. For example, create short video tours of the hotel, highlighting the luxury of the interiors, the beauty of the scenery, high-end amenities and service, or capture moments from elite events at the hotel such as gala evenings, concerts, exhibitions and other cultural events.

Question 7. Which type of marketing campaigns do you find the most effective for your age group? (Select all that apply)

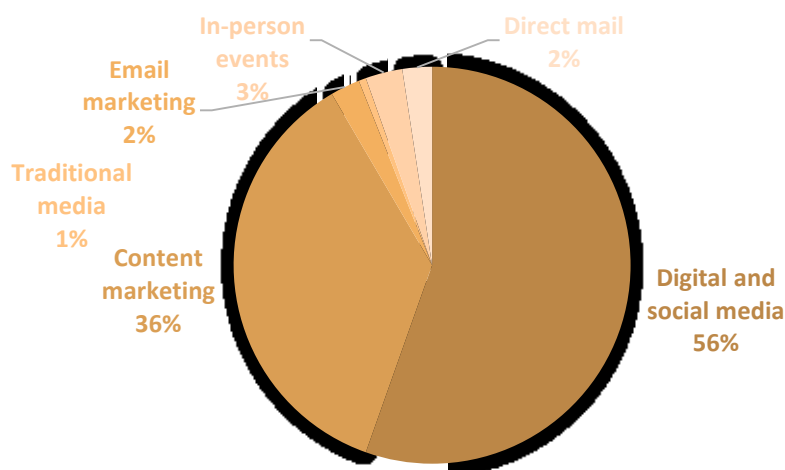


Figure 7. Types of marketing campaigns regarded as the most effective for the respondents' age group (n= 127).

Analysis: Despite the theoretical information that was provided on the Internet and in books and specialized resources, the survey showed that traditional media, email marketing and direct advertising, are fading into the background, giving way to social networks. Traditional media such as newspapers and television are becoming obsolete in the hospitality industry for several reasons. Firstly, people increasingly prefer to receive information in real time, and social networks allow them to share opinions and reviews instantly.

Secondly, social networks provide hotels with the opportunity to interact directly with customers. Reviews, comments and photos on platforms like Instagram and TripAdvisor allow potential guests to get a more real idea of the place, rather than just reading formal reviews in newspapers.

Question 8. Which media channels do you frequently use or pay attention to when it comes to hotel advertisements? (Select all that apply)

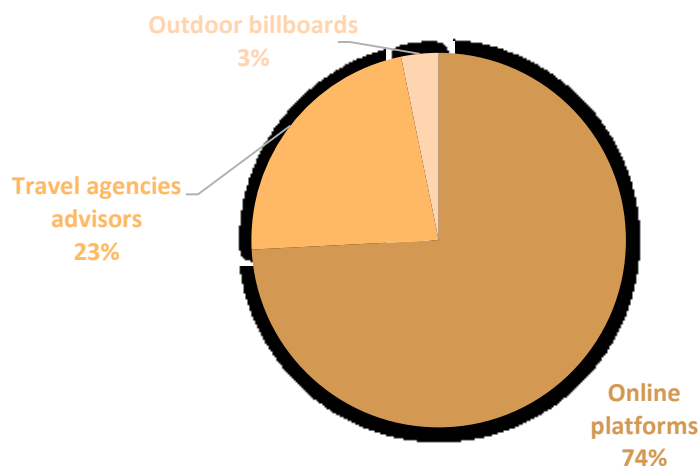


Figure 8. Media channels regarded as the most useful for the respondents' age group (n=127).

Analysis: Online platforms provide more flexible, interactive and measurable advertising opportunities compared to traditional billboards. The convenience and main advantage of online platforms is the ability to clearly determine the effectiveness of advertising and measure the necessary indicators. Moreover, online platforms allow advertisers to reach audiences not only locally, but also nationally or globally. This is especially important for companies and hotels operating in different regions.

The choice between an online travel agency and an online hotel selection platform depends on the preferences of the guests, the needs and the degree of control that vacationers want to have over the planning process of their trip. Travel agencies are also in demand among consumers, especially the older generation. Providing information and saving time allows guests to quickly plan a vacation, especially if it is a family vacation. Travel agencies can provide personal service and assistance in choosing a route, booking tickets and organizing excursions.

Question 9. Are there any specific values or themes that resonate with you in marketing campaigns?

This question is directed to identify the main values that can be shown and being focused on in marketing campaign to capture attention on the first place and attract potential customers by sharing same values as the customers.

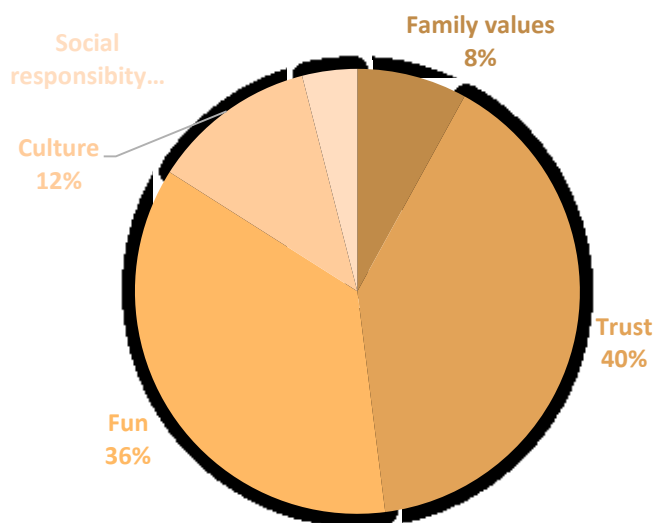


Figure 9. Values in marketing that resonate the most with the respondents (n= 127).

Analysis: On the first-place people are looking for trust and safety during their stay. Safety and fun are the main factors that should resonate with an audience. These indicators indicate that the atmosphere of fun and entertainment in the hotel is important for a significant part of the audience. This may be due to the expectation of a pleasant stay and a positive experience, as well as meeting expectations. A marketing campaign aimed at focusing on

safety and maximum relaxation during the holiday will attract more guests of different generations.

Although cultural aspects are less important among the options provided, they still matter to a certain segment of customers. A hotel that emphasizes its uniqueness and cultural characteristics may attract the interest of this group. The interest of the guests in the local culture is also a great opportunity for marketing to expand the range for creating content. From holding cultural events or evenings with a special dinner, or even creating new services such as a special transfer to a certain tourist location or even author tours from hotels.

This answer shows that family values are less emphasized in hotel marketing compared to other aspects. Nevertheless, for a certain audience, the convenience and conditions for family holidays are important. For example, generations Z and X, who have already become parents, plan holidays depending on children's programs at resorts and hotels. Therefore, it is definitely worth mentioning the features for children, thereby increasing the value of services in the eyes of guests and gaining an advantage over competitors.

Question 10. What type of advertising message or theme do you think would resonate well with the potential hotel guests? (Select all that apply)

The question indicates why people go on vacation and for what purpose they come to a particular hotel. Understanding what exactly interested the guest in the advertisement, it can be concluded, what to focus on during the vacation and develop a more personalized campaign.

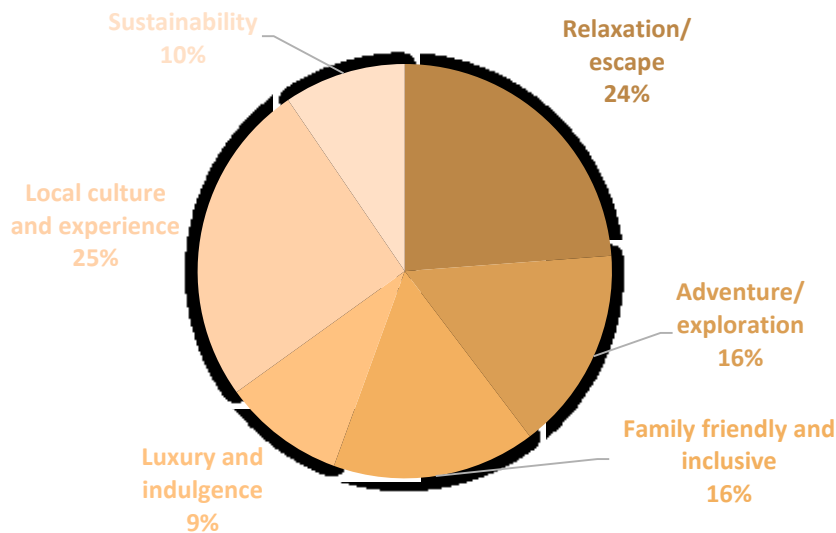


Figure 10. Type of advertising message that resonates most with the respondents (n= 127).

Analysis: This question provides a more extensive answer and based on the percentages provided, the following conclusions can be drawn regarding topics that are likely to respond to potential hotel guests. The indicator "Local culture and experience" is the highest, which indicates the high importance of local culture and the possibility of immersion in a unique experience for potential guests. Giving guests the opportunity to experience unique local experiences and unusual places can attract those who seek new and unique experiences. This may include guided tours, themed events, and interaction with the local community. The use of local elements in the design and architecture of the hotel can enhance authenticity and create a unique space. Guests will feel surrounded by the local atmosphere, which also increases the "trust" indicator. This marketing approach creates an opportunity for the hotel to stand out in the market, attract admirers of unique experiences and create positive memories for guests.

Relaxation (24%) is also an important aspect for potential guests, which indicates that comfort, tranquillity and the possibility of relaxation play an essential role in choosing a hotel. A marketing campaign can take advantage of this to highlight the opportunities for complete relaxation and comfort that the hotel provides. These can include spa treatments, cozy rooms, swimming pools and other amenities. This interest is observed most among millennials and generation X, especially gyms are in high demand. Create special packages and

offers aimed at creating a unique experience. These can be romantic packages, specialized recreation programs, or even themed "escapes" from the routine.

Focusing on adventure and travel in hotel marketing creates an attractive image and attracts travellers who are looking for unique and exciting experiences. Providing guests with information about local adventures such as hiking, cycling tours, field trips and other activities will help generate the content created by the guests. Moreover, it is possible to create promotions and contests online with unique opportunities to discover local attractions. There is also an opportunity to combine with family values and attract family travellers, create a comfortable space for recreation and meeting the needs of all family members. Using the stories and images of the families staying at your hotel in marketing to highlight the experience that the hotel offers, so that families feel that their needs are your priority.

Luxury has not received many answers; nevertheless, many representatives of generation X choose hotels with the highest quality of service and luxury holidays. Organizing and promoting exclusive events at the hotel, such as wine tastings, fashion shows, exhibitions and concerts, in order to attract not only customers, but also companies and agents who use the hotels for meetings and gatherings. The main strategy is a loyalty program, as it is important for luxury hotels to keep the appropriate bar and strengthen the base of regular guests. The developed loyalty program provides unique privileges and bonuses for regular guests to keep in touch with them and encourage them to return.

8 Case Study

In a time when technological innovations and changing customer demands are causing the hospitality sector to change quickly, a hotel chain's ability to succeed depends not just on the quality of its services but also on how well it uses contemporary marketing management strategies. This case study explores the world of Rixos Hotels, a prestigious brand in the world of hospitality that is known for elegance and luxury.

Rixos Hotels is a luxury hotel chain based in Turkey, has positioned itself as a prominent player in the global hospitality industry. Known for its luxury resorts, exquisite service, and diverse offerings, Rixos has embraced modern marketing management techniques to enhance its brand visibility, engage customers, and drive bookings. Since its founding in 2000, Rixos Hotels has skillfully combined traditional Turkish hospitality with a dedication to going above and beyond for international guests. With a network of resorts in desirable destinations across the globe, Rixos has developed into more than just a lodging supplier; it is now a representative of unique experiences and a leader in luxurious living.

The hospitality sector is undergoing a significant transformation driven by the digital revolution and a more varied customer base, making marketing management an essential function. Leading this change, Rixos Hotels embrace and innovates with cutting-edge marketing techniques that appeal to the needs and goals of modern travelers while simultaneously grabbing attention.

In their effective marketing, campaigns are created in order to expand on the base of repeated guests, who, according to my experience, are used to staying in this particular chain due to its wonderful service and professional approach. The following information was collected during the internship in Rixos Premium Belek by interviewing with marketing managers and SMM professionals with the main purpose to examine most effective marketing campaigns and how they influence the target audience.

The target audience for the Rixos Hotels can be segmented by the following characteristics. Demographic: people aged from twenty-seven to forty-eight years old, mainly with a partner for a romantic holiday, or couples with children spending a vacation at sea. Guests usually have high salaries and belong to a higher social class with high purchasing power. The time

period for such holidays mainly falls during school holidays for children, so the summer and spring months are at their peak in demand.

Psychographic: People with an active lifestyle, who are interested in family holidays and maximum comfort, such people usually want to relax and enjoy the environment as much as possible without monotonous housework. Therefore, this audience prioritizes quality services and highly qualified personnel who will provide them with comfort. Guests have high expectations from the hotel and employees, and an excellent indicator of personalized service and increased attention to personal details.

Geographical segment: Taking into account the current political and economic situation in the world, Rixos Hotel is seeing a growing interest from European guests (especially Germany, Great Britain, and Belgium), GCC countries (Saudi Arabia, UAE, Qatar) and Post-Soviet countries (Kazakhstan, Azerbaijan and Russia).

Rixos Hotels has invested in developing and establishing a strong brand and unique positioning in the market. This includes emphasizing special qualities such as luxury, exclusivity, modernity and environmental responsibility. Now the name itself works for the hotel and attracts customers. Correct and clearly formulated analysis of the market segment allows marketing to strengthen ties with long-time guests and attract new ones. Rixos hotels use email newsletters and SMM as the most effective means. Therefore, communication with guests is maintained through this. Carrying out special events for guests from different countries, cultures and religions is a personalized service that not only allows UGC to flourish and gain additional ratings, but also provides certain advantages among its competitors. For example, during my internship, events such as Cuban Night for VIP guests (villas department only) and Oktoberfest were held. For the special Cuban night dinner, personalized brochures were used and personal dietary restrictions were taken into account. Thanks to such an event, the number of positive reviews increased by 12%, and after the event, demand for the villa department increased, which led to additional room upgrades.

The celebrating of Oktoberfest was available for guests of the main building, meaning that all guests could attend. This event targeted at European guests, especially couples with children, as this was a good opportunity to create content for guests. During the day, guests

were offered traditional treats and entertainment. Based on data provided by the marketing manager, 37% used a mobile application to be acquainted with the event and the program as a whole, in the case where mobile newsletter (What's App group) is the primary source of information for guests. This means that mobile applications can serve as a good assistant for assistants and other employees, since all the information is available from the application, but mobile applications must be innovative to increase the motivation of guests to download them.

Speaking of a personalized and customized approach, when preparing villas, a special program is used by assistants to track and collect personal data from guests. This data is entered by personal assistants and CRM specialists in order to further make guests' stay more comfortable and of higher quality. Such a program allows you to track the activity and comments of guests not only in the selected hotel, but also receive information from employees of other hotels where guests previously stayed. The data represents the guest's dietary habits or preferences, such as their favourite types of coffee or wine; hobbies and hobbies such as yoga or tennis (the necessary equipment will be immediately prepared at the villa); or health conditions, such as disability or illness.

Using a mix of marketing strategies and comprehensive approaches allows you to effectively maintain the level of established brand reputation. Email marketing is an important part of the strategy that begins with the hotel reservation and ends with a farewell letter after the guests have left the hotel. For guests who already have holiday experience with this hotel, mailings with a loyalty program occur, mainly in the spring and before big family holidays like Christmas, for example. At this time, the demand for family rooms in hotels becomes most in demand, so guests who are considered repeat guests are given a special service or room upgrade. Email marketing uses guest personal data to add value and importance to each guest, so the hotel satisfies the guest's needs and simplifies the booking and planning process.

Also, a strong and active presence in the digital arena, which is supported by specialists and is constantly being improved, helps Rixos to directly influence the choices of its customers. The hotel's official website has more than 15 million visits and support in 4 languages.

In conclusion, we can summarize that the Rixos Premium Hotel Belek is conducting a strong strategic marketing campaign that smoothly and accurately changes its focus on the European market. An official website and effective newsletters, as well as existing loyalty and upgrade programs, help strengthen relationships with existing guests and attract new ones. However, in order to improve the quality of work of employees and transfer some of their responsibilities, it is worth emphasizing the innovative development of the mobile application and increasing the motivation of customers to download it. Thus, employees can shift some of the responsibilities that could be completely covered by the application, such as booking restaurants or providing information about an event. This will increase the productivity of workers and they will be able to devote more time to the quality of the services provided.

9 Future directions and recommendations

This table is the result of the study. The table shows the main results of the survey, which show the values that should be paid attention to before creating a marketing strategy. And moreover, how to increase attention among generations Z, X, and Y and create correctly segmentation during market analysis. Based on the data, it is noticeable that the practical analysis has some differences with the theoretical part, which is the confirmation to quickly evolving market conditions and customer requirements. For example, based on the sources listed in the theoretical part of the study, it is stated that price is the main factor in choosing a hotel, while location and online reviews rank first in importance. The main objectives of the study are achieved, and the requirements are met.

Table 5. Final innovative marketing campaign for representatives of three generations for the hotel industry.

Generation	Values	How to reach	How to attract	Potential campaign	Summary
Generation X (1965-1980)	Traditional values, family, comfort, luxury	Email marketing, social media, consultations with travel agents	Visual appearance and informative content. Brief relevant information with highlights of hotel's location and special offers for families.	Minimalism and luxurious style of the advertising, content that reflects activities for parents and children; the capacities of the room and location to the beach. Focus on activities for kids to give parents some free time. Presentation of restaurants and variety of cuisines, as well as all the benefits of included services.	This generation focuses on family activities and expect high quality of services, they are willing to pay for the exceptional experience and they prefer not to spend too much time with the process of booking, so the information is relevant and brief. Also focuses on an excellent location of the accommodation, which is an important factor. Advertising should focus on the benefits and features that a guest receives by making a reservation at this particular hotel.

<p>Generation Y (1981-1996)</p>	<p>Family, trust, good quality, health.</p>	<p>Social media, pop-up advertising</p>	<p>Aesthetic visual appearance, accent on design and amenities in the hotel; short interactive videos</p>	<p>Content that contains beautiful spots and “Instagrammable” spots, accent on family activities, organic production and healthy lifestyle. Special loyalty programs and interactive content will highlight the value to millennials and build trust. Staged scenes for commercials will not be as effective, so millennials respond to content created by other guests with the greatest confidence.</p>	<p>Millennial’s social proof influence encourages creating content that guests are talking about. Marketing for them should focus on events and things guests can share. UGC is the main driver in the strategies. Moreover, the focus on healthy lifestyles, especially advertising for gyms, special programs and balanced nutrition, is capturing the attention of Millennials. Trust is important to millennials, so marketing can include specific numbers or titles to make the information seem even more compelling and enticing.</p>
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<p>Generation Z(1997-2012)</p>	<p>Fun, trust, local culture</p>	<p>Social media</p>	<p>Short videos with the necessary information (for example, TikTok or Instagram Reel), which show the main advantages of the hotel.</p>	<p>Interactive content that focuses on the hotel's location and special offers. In addition to the hotel, exploring the surroundings is interesting. Services are also included in the price, since price is one of the main limiting factors, so advertising emphasizes everything that the guest gets for the money.</p>	<p>This generation considers outdoor activities and prefers to explore outside entertainment as well. A marketing campaign can offer additional services for tours of local attractions, thereby providing an advantage over competitors. Mobile applications for this generation will be much more convenient, so when booking a hotel, marketers should focus on installing the application. The ideal advertisement is a beautifully designed advertisement without staged faces; young guests react to live content more optimistically and trust more.</p>
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10 Conclusion

During the research work, the objectives of the study were achieved: the existing and increasingly popular marketing trends in the hotel business were identified and analyzed, such as personalization, influencer marketing, SMM, UGC and VR. In addition, the reactions of three generations to marketing campaigns were studied; a survey of guests and participants was conducted to identify the main factors that affect marketing among three generations; a table with the analyzed results was created, which indicates recommended approaches to a different target audience and an effective marketing campaign strategy.

The research and the conducted survey showed that many of the information provided in the public domain has outdated data and the results of the issue should be taken into account as a new basis for the development of marketing in the hotel business. Some of the main factors that affected include distinctive features of the social environment of the younger generation, which has values different from previous generations and even psychological characteristics of the perception of advertising. The main distinguishing feature between Generation Z and X is the "clip" mindset, which makes it difficult to focus on a large amount of information that is not presented to the so-called clips. The younger generation is immune to traditional types of marketing and advertising during an oversaturated digital market. While Millennials, who make up by far the largest part of the population, have a high interest in social networks and life, therefore, "live" advertising and user-interacting content encourages millennials to make a particular choice in hotels.

Marketing activities have enormous potential and development opportunities. Within the framework of marketing activity, there are the following tasks and goals: comprehensive study of the market in order to determine the level of competitiveness; identifying potential demand and unsatisfied needs; development of strategies to most fully satisfy existing demand; sales planning and implementation; development of measures to improve management of production organization. The best and more effective modern marketing strategies in the hospitality industry were UGC, SMM, and personalized approaches due to their high level of customer engagement according to the study.

Today, information is mostly perceived visually, so it is easier for guests and customers to show information than to write or tell. When choosing a hotel, buyers prefer to briefly review the information and, if it responds to its values and goals, then the buyer will make the choice with the greatest probability. In this research paper, the result showed that it is not worth overloading the text with large amounts of information – the message should be immediately understandable. If necessary, divide a large amount of information into parts.

In the future, the hospitality industry is expected to undergo changes that lead to more digital formats and mechanized service. However, luxury hotels cannot be fully digitalized, so the quality of service depends on people and employees in general. Therefore, it is important to continue research in this area and study the behaviour of future generations and their characteristics.

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