

The role of the digital promotional mix in marketing the hotel service-a fields study at the Rym El Djamil Hotel - Annaba

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Abstract:

The study The aimed to identify the" role of the digital promotional mix in hotel service marketing" and relied on the descriptive analytical approach by conducting an interview at the Rym el djamel hotel in Annaba state.

This study found that the elements of the digital promotional mix, represented by Digital Advertising, Digital Public Relations, digital sales activation and digital personal sales, improve and market the hotel service to satisfy its customers, meet their needs and ensure their loyalty.

Keywords: Digital promotion- digital promotional mix- service- hotel service.

Jel Classification Codes: M₃₇ –M₃₁

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I. INTRODUCTION

The hotel industry is considered one of the important sectors that has become reliable to contribute to raising economic growth and a sustainable economic resource if it is exploited optimally, as hotel institutions play a major role in the development and development of the tourism sector, so the latter are looking for unprecedented means to increase gains and opportunities and work to improve their services to meet the needs of their customers and follow their wishes, and given the technological development in the field of media and communication, hotel institutions must adopt digital promotion, which has become an indispensable means because of its ability to reach a large number of customers, whose use for digital media it is obvious in Their daily dealings.

- **Problematic study:**

From the above, the problematics of the study can be formulated into the following main question:

- "Does the digital promotional mix have a role in hotel service marketing?".
- We will address this problem through the following sub-questions:
- What is meant by digital promotional mix?
- Does the Al Rym el djamil hotel rely on all the elements of the digital marketing mix in marketing its Services?

- **Hypothesis of the study:**

The digital promotional mix has a role in the marketing of hotel service.

- **The importance of studying:**

- The importance of the study stems from the importance of the role played by the elements of the digital promotional mix to market the hotel service and work to gain the satisfaction of its current and prospective customers.
- Identify the elements of the most used digital promotional mix at the hotel establishment

- **Objectives of the study:**

- Know the role played by the elements of the digital promotional mix to market the hotel service.
- Find out the extent of interest of the hotel under study in the concept of digital promotion and the extent of its application.

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- Get acquainted with the extent to which the hotel uses modern means of promotion to promote its services.

- **Research methodology:**

The analytical descriptive approach was based on the interview tool.

- **Previous studies:**

Article: "Dahman Ahmed, shutouh Mohammed, the reality of promotion in hotel establishments in the state of djelfa, a case study of a group of hotels in djelfa, (2021), the questionnaire was relied on using the social service program "SPSS" for data analysis, and this study aimed to identify the means of promotion in the marketing of hotel service and for customers of hotel establishments in djelfa in particular, and the results concluded that the PR element returned to the establishments by gaining new customers more than other elements of the promotional mix in addition to being more used by managers and managers of hotel establishments.

Nga Ling cham et bask denizci guillet, investigation of social media marketing, how does the hotel industry in hong kong perform in marketing on social media web sites ?.

This study aimed to identify the extent of using social media to attract customers in hotels "Hong Kong" and this study was conducted on a sample of hotels number 67 hotels in "Hong Kong" and the study of 23 social networking sites, the study has concluded that the promotion through social media for hotels to attract customers is very weak, and the problems related to poor marketing through social networking sites in hotels have been identified.

E. Public Relations : Impact and efficiency a case study methanol amalia prarici proceddia social and behavioral sciences 141. Romania 2014, University of Bacau electronic public relations: impact and effectiveness, the case study of the journal "Pandavioral sciences porocedia" Romania 2014, this study aimed to find out the impact of online campaigns on the public and their efficiency and relied on a multidimensional analysis of online campaigns by distributing a questionnaire consisting of 60 people. the study found that online public relations plays a crucial role in two-way communication to apply more effective communication with different audiences.

- **What distinguishes this study from previous studies:**

This study combined the variables of digital promotion in its four dimensions, namely Digital Advertising, Digital Public Relations, digital sales promotion and digital personal sale with the variable of hotel service.

While the First previous study focused on traditional promotion in hotels, the second and Third studies focused on the extent of using social media to attract customers to hotel A, and our study was distinguished by relying on the interview at the al Rym el djamel hotel to find out the role of the digital promotional mix in marketing hotel service.

II. Theoretical framework of the study

1. Digital promotion

It is the promotion of products and services using electronic distribution channels to reach consumers in a convenient, personal or economical way, digital marketing includes many of the techniques and practices contained in the category of internet marketing. (Diouami, 2021, p. 67)

Communication guarantees sending more than one message to a receiver, because it also needs to understand the message in the sense that it was transmitted intentionally and the sender receives feedback in return. the digital age has imposed various changes regarding the communication policy of the organization. currently, every organization, regardless of its size, must have an online communication strategy, because digital communication has some important advantages over traditional communications such as: lower costs. (Yahyaoui & Garabsi, 2019, p. 142)

Promotion comes from the word promote in English which is defined as developing or improving, promotion is part of one component of the marketing mix, the company to be known or known and accepted by the market or target, the company must marketing their products through the marketing mix, While in the digital promotion mix is a total marketing communication program that is a company consisting of advertising, personal selling, sales promotion and public relations that the company uses to achieve its advertising and marketing objectives (Ulfa, 2023, pp. 6-7)

2. Elements of Digital promotion

a) Digital advertising

The most important methods of Digital Advertising include:

- Advertising tapes:

Here, institutions place advertising tapes about the institution's products on several websites, so that the presentation method is attractive in order to push the visitor to those sites to click on the advertising tape that he transfers to the institution's website and knows about the nature of the products offered and their preferences. Organizations are keen to advertise on sites whose visitors have generated interests in the organization, thereby enhancing the name and mental

image of the brand and delivering visitors to the organization's site in an easy and low-cost way compared to traditional means.

- Advertising sponsorship:

The website administration seeks to give institutions the opportunity to sponsor different corners of the site according to the interests and activities of the sponsoring institution, as visitors to the website find advertisements for institutions or advertising sponsorship of one of the institutions for this corner.

Organizations achieve many advantages when using digital advertising, the most important of which are:

- The customer gets detailed information about the product and service simultaneously.
- The website allows the organization to combine product planning, pricing, distribution and promotion in one integrated and interactive package, on the contrary, dispersion in traditional marketing, and the professionally designed online advertising service can be crowned with the completion of the online sale transaction known as online marketing and credit card purchases.
- The ability to make changes to the advertising text quickly.
- Allowing to obtain information useful for feedback that contributes to the development or modification of the product **(Hirsch, 2022, p. 686)**

Digital advertising also called online advertising has taken centre stage in the advertising world. Thus, the era of advertising goods and services only in the print and electronic media is long gone following the numerous audience awareness and patronage of online advertising of services and goods.

Internet advertising is a form of communication that aims to capture the attention of consumers/customers in order to generate sales. the key reason for online advertising is to create awareness among potential buyers. **(Desmonde, Olonre, & Kossi, 2023, pp. 15-16)**

b) Digital public relation

Online public relations uses the Web page to inform the public with the advantage of spreading the message correctly and reducing the tolerated noise that may occur to establish communication, and electronic public relations is about building strong and mutually beneficial relationships between the organization and its audience, i.e. dialogic communication". **(Mihaela, 2013, p. 83).**

Using digital media, PR professionals can more precisely target specific audiences. This implies that PR professionals can effectively communicate with the correct audience at the right time. Second, it is a cost- effective choice to use digital media to reach a large audience. Digital media, on the other hand, is typically inexpensive and provides a range of metrics to determine a campaign's effectiveness. (Ankita & Anuhag, 2023, p. 295)

that the most notable advantage of the digital age in the scope of PR is that it provides a cheaper and more ergonomic option for bilateral communications, by passing tools provided by the mass media in reaching this target. Organizations need not fork out lump sums to mass media public outlook on the organization. (Desmond, 2022, p. 15)

c) Digital sales activation:

These are short-term incentives in the form of gifts or money that contribute to facilitating the transfer of products from the producing company to the end user or consumer. some companies send coupons via e-mail, while other companies organize contests and online matches. customers may receive many incentives through the internet (Mansour, 2011, p. 989).

d) Digital direct marketing:

It is an interactive marketing that uses one or several media in order to obtain a response or achieve a transaction. modern trends suggest that the product should have an email and a phone number that allows dual communications between the product and the customer (Kaid, 2017, p. 79)

- Definition of service:

Service marketing is a part of an overall service system, where each company has a form of contact with its customers, ranging from advertising to billing, including contact during delivery of services. In addition, a service is any activity or benefit offered by a party to other party and is essentially intangible and does not result in ownership of anything. Its production process may or may not be associated with a physical product.

Services that can be offered to consumers contain characteristics that can be implemented in marketing programs. According to Nirwana, there are four characteristics of services, namely:

- 1) Intangibility or physically intangible, since service products tend to be more of a performance, unlike goods product that can be touched, seen, or physically sensed.

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- 2) Inseparability, which implies that the process of producing services and the process of consuming services occur simultaneously. Thus it is often said that service knows no storage unlike goods storage.
 - 3) Variability, which means that services are formed. according to variations in quality or type, depending on the performance desired by the customer.

Durability perishes ability, which implies that the service being generated will be utilization of service occurs when required or demanded by the customer. (Ni & Ni, 2018, p. 65)

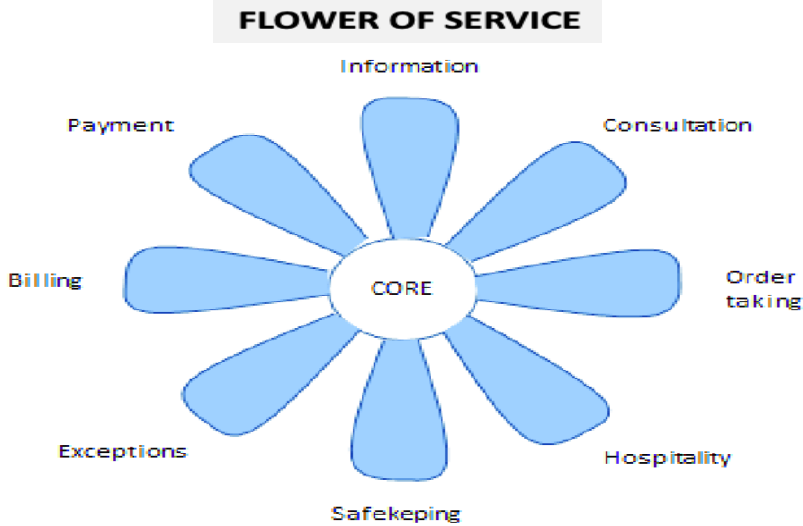
3. CLASSIFICATION OF MODERN HOTEL SERVICES

Modern hotel industry, i.e. the breadth of the range of hotel services, is conditioned by the category of the hotel facility, the size of the hotel facility, hotel location, weather aspect of the hotel business, complexity of hotel organizational structure and business policy in the market. Modern hotel services can be classified into:

- Accommodation services - provided in the hotel accommodation units. apartments and rooms;
- food and beverage services depending on the type and category of the hotel, provided in hotel fashion boutiques and the like;
- Trades and services - hotel facilities often offer hairdressing, beauticians. and nail salons, photographers, watchmakers and others; health and other services hotels offer guests the possibility of diagnosis, treatment, rehabilitation and other;
- Services provided in the hotel industry, based on certain characteristics, are significantly different from services in other sectors. Four fundamental features of contemporary hotel services are: 'intangibility (Stems from the fact that is not possible to see, taste, feel, hear or smell the hotel service before buying. Through the media, the customer can see the offer of accommodation facilities,
- Restaurants, cultural and historical sites. Destinations etc., but it is not possible to convey the atmosphere of the place and the service they will experience);
- Indivisibility (Arising from the fact that the service is inseparable from its source. Indivisibility as a characteristic means that it is impossible to separate the moment of providing the service from the moment of using the service, for example, accommodation, if the guest is not present in the accommodation);
- Volatility (Due to the fact that the service. depends on who, when and where it is provided. Due to this characteristic of the service, it is necessary to create some confidence among consumers by choice of high quality staff, operations under a distinctive name and tracking customer satisfaction);
- Transience (Created as a result of the inability to store the service, and therefore inability to respond at any time to increase or decrease in demand. Unsold tourist

services are permanently lost revenue for the hotel company, so it must try to achieve a better placement of its services on the market).

Hotel services are complemented by services and operations of other service providers (travel agencies, various travel agents, tourism organizations, reservation systems, marketing organizations, providers of transportation services, companies that provide services related to gastronomy and nutrition, convention centers, services and information services), and all those agents are or indirectly influence the contemporary hotel business. (Ivica, 2016, pp. 26-27)



The source : Lovelock, C.H, & Wirtz, J, 2011, Services marketing: People, technology, strategy, McGraw Hill, New York.

III. Application framework

1. Data collection tool:

This study aims to find out the role of the digital promotional mix in the marketing of hotel service we decided to rely on the interview tool to obtain information and data directly from the hotel.

- ✓ Spatial field: this interview was conducted in the state of Annaba, specifically at al Rym eldjamil hotel.
- ✓ Time domain: we conducted the interview with the hotel walk at 9: 30 am on Avril 23, 2023.
- ✓ Technical card of the rym el djamil hotel

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- ✓ Location: road cape guard beach belvedere Annaba
 - ✓ Year of foundation: 1988
 - ✓ Number of stars: 3
 - ✓ Number of rooms: 72
 - ✓ Number of suites:4
 - ✓ Swimming pool, parking.

2.The interview:

Q1: what are the most important services provided by the Rym eldjamil hotel?

A1: al Rym eldjamil hotel offers various services, the most important of which are accommodation, food, transportation, as well as other services such as rest and Recreation, swimming pool, banquet hall.

Q2: does the al Rym eldjamil hotel have a media and communication department or a marketing department?

A2: the hotel does not have a media and communication section or a marketing section, although this section is important, there is an official who manages the hotel page, such as preparing advertising videos.

Q3: does the al Rym eldjamil hotel apply digital promotion of its services?

A3: yes, of course, the hotel applies digital marketing and all its elements, including digital promotion, which is one of the most important elements of the digital marketing mix.

Q4: what are the most important elements and promotional means of hotel service that the al Rym el djamil hotel relies on?

A4: the most important digital promotional elements that the al Rym el djamil hotel relies on are primarily digital advertising, as well as digital public relations, digital sales activation, as well as digital direct marketing.

As for the promotional means that the hotel relies on: promotion via social networking sites, over the phone, through electronic booking platforms, Trivago booking, and the hotel's website www.Rymeldjamil.com and e-mail.

Q5: does the hotel advertise via social media networks And do you see it effective in terms of return on investment?

A5: yes, of course, the hotel displays ads through social networking sites because they enable us to reach and target the largest segment of the

audience .It is effective in terms of return on investment, its costs are not high and the viewership is large.

Q6: which social networking sites is the hotel active on Are social networking sites an auxiliary factor in improving the image of the hotel and its services?

A6: the rym el djamil hotel is active through various social networking sites such as Facebook and Instagram, as they are easy to work with and effective, and their circulation is large with all segments of society.

Yes, social networking sites are an auxiliary factor in improving the image of the hotel, as it has contributed effectively to this because it shows the services provided by the hotel transparently, and provides the information that the customer is looking for, such as discounts, prices and others....

Q7: does the hotel provide visual content using videos to promote its services Does the hotel find it difficult to design text and visual advertising messages (photos and video)?

A7: yes, the hotel provides visual content using videos to promote the most important services it provides based on photos and videos, especially on occasions such as the anniversary of the Prophet's birthday, New Year and others .

The rym el djamil hotel does not find it difficult to design text and visual advertising messages (photos and videos). the hotel relies on specialists to prepare advertising campaigns, design these advertising messages, and develop plans for the advertising campaign from all sides.

Q8: does the hotel form a strong and comfortable network of relations with other companies and does it improve the hotel service?

A8: yes, the hotel forms a strong network of relations, both in the same sector, it deals with Sabri hotel and with institutions active in this field, such as tourist agencies, whether inside or outside the country, which support the hotel and its services and work to build a mental image, a good reputation and a prestigious position in the mind of the customer.

Q9: what role does e-mail play for the hotel?

A9: e-mail plays an important role to introduce the hotel and its services as it is a means of communication between economic operators and between the hotel and the customer (BTOB) and (BTOC).

Q10: has the hotel ever had an online advertising store?

A10: the hotel is interested in the electronic advertising aspect by its customers who take photos and videos of the services provided by the hotel and publish them on their pages via social media.

Q11: does the hotel care about the concerns of its customers and solve their problems by responding to them through the means and Facebook page?

A11: yes, the hotel cares about the concerns of its customers and works to provide all their services, needs and desires to the fullest and solve all their problems. it responds to their concerns and messages. the hotel's goal is to provide comfort to its customers.

Q12: has the hotel made a deal with its customer personally via electronic media?

A12: yes, the hotel makes deals and contacts with its customers in all electronic media such as WhatsApp or via messenger and provides him with all the information he needs.

Q13: is the hotel activating its sales digitally What are the most important of these approved means?

A13: yes, the hotel relies on activating its sales based on discounts in its prices, especially in seasons when the demand for the hotel decreases, such as winter, as well as on occasions.

In addition, the hotel always prepares special contests at parties.

Q14: does thel Al Rym el djamel hotel participate in virtual events and events?

A14: yes, the Al Rym el djamel hotel participates in the preparation of virtual events through zoom, such as conferences and exhibitions, and the creation of digital advertising brochures.

Q15: how did the digital promotional mix contribute to the marketing of hotel services for the Al Rym el djamel hotel?

A15: the digital promotional mix with all its elements, represented primarily by Digital Advertising, Digital Public Relations, activation of digital sales and digital direct marketing, contributed to the improvement and marketing of hotel services by introducing them and linking relationships with customers by expressing their opinion and taking their opinions and offering discounts to them, which is an important factor to create desire and attract the customer to the hotel.

- **Interview analysis:**

1. The hotel offers a variety of services, namely accommodation, catering and transportation, which are basic services and complementary services such as recreation, swimming pool, banquet hall and rest.
2. The hotel uses both digital marketing and digital promotion with all its elements, but it does not contain a special section for media and communication or a marketing department, despite their awareness of the need to keep up with technology, there is a person who manages the hotel pages through websites.
3. The hotel relies on social media to market its services through Facebook, Instagram and booking platforms such as Booking and Trivago.
4. The hotel relies on all elements of the digital promotional mix such as Digital Advertising, Digital PR, digital sales activation and digital personal selling.
5. Social networking sites contribute to improving the image of the hotel and its services, as they are an effective tool to increase awareness of hotel services, as well as exploit their promotional activities on these sites to improve their image according to the principle of transparency.
6. The hotel publishes its advertisements through social networking sites such as Facebook and Instagram and provides visual content using videos and photos, especially on occasions such as the anniversary of the Prophet's birth, the New Year...Etc.
7. all its elements are Digital Advertising, Public Relations, promotion of digital sales and digital direct marketing in improving hotel services and by connecting relationships with customers and motivating them to buy hotel service through discounts, creating desire and pushing to try the hotel.
8. The hotel forms strong relationships with other companies, which contributed to the improvement of hotel service.
9. The hotel believes that e-mail is an important way to build public relations with various economic operators and their customers.
10. The hotel receives electronic advertising from its customers who purchase hotel services through their pages, which contributes to the introduction of the hotel and its services.

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11. The hotel works to follow up on the concerns of its customers and work to solve all its problems by responding to their private messages and inquiries.
 12. The hotel promotes sales digitally based on discounts and contests, it informs its customers about all discounts via Facebook and Instagram pages.
 13. The digital promotional mix, with all its elements of Digital Advertising, Public Relations, digital sales promotion and digital direct marketing, has contributed to improving the hotel's services by connecting relationships with customers and motivating them to buy hotel service through discounts, creating desire and pushing to try the hotel.

IV. Conclusion:

The tremendous progress in media and communication technology has contributed to the emergence of digital promotion, which has changed the activities of various fields, especially the field of hotels, which has become used for the purpose of renovation, improvement and development of its hotel services, as well as keeping abreast of these developments and reaching the goals set to achieve great success, and through this the following results were reached:

- **The most important findings:**

1. The rym el djamil hotel relies on various services according to the service flower, where the services are classified into basic services (essence) and complementary services of the hotel .The rym el djamil hotel provides catering, accommodation, transportation and complementary services such as rest and Recreation, swimming pool, banquet hall...
2. The hotel relies on digital promotion of its services through social networking sites such as Facebook and Instagram, as they have an effective role to attract customers and introduce the most important hotel services through electronic booking platforms through Trivago agencies, Booking and phone applications.
3. Digital advertising is the most effective means of digital promotion by providing persuasive advertising, retaining existing customers and providing appropriate information about services in a timely and transparent manner.

4. Electronic public relations is the second effective means that the hotel relies on to develop its hotel services based on websites and modern communication, and this is to strengthen the hotel's relations and dialogue with customers.
 5. Discounts and contests are an important factor in the sales promotion process at the hotel. customers are looking for savings in all services in any field, especially hotels. discounts make the customer feel attracted to the service and the hotel.
 6. Most of the developments in improving the hotel service are due to the use of social networking sites due to the huge number of individuals who use these sites and are updated first-hand and on a daily basis, and the services provided by the hotel are displayed with seeing the posts by customers and comments, whether by acceptance or rejection, and taking into account these comments to improve the service and gain admiration and attract customers to the hotel.
 7. Personal Selling plays an important role by building close relationships with customers by meeting their needs and desires and working to improve the services provided by evaluating guests for these services, taking into account all complaints and suggestions of customers, working to correct the hotel service through the ideas proposed by them and seeking to diversify new services.
 8. Digital promotion has contributed to the marketing of hotel services in all its fields.
- **The most important recommendations:**
 1. It is imperative for the rym el djamil hotel to create a special media and communication department or marketing department because it is the main pillar to promote any hotel service.
 2. Working on using content marketing in multiple languages or through influencers to provide better value to hotel customers.
 3. The need to carry out creative marketing efforts to enable the spread of the website and its presence in all different search engines.

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