

• Tumblr	• Pinterest
• Instagram	• Facebook/Meta
• Linked In	• Twitter

Table 2: Social media tools that can be adopted by hospitality facilities

Table 3 gives content marketing tools that can be important to the firms including games, quizzes and competitions for stakeholders.

• Entertainments	• Quizzes
• Virals	• Competitions
• Branded videos	• Games

Table 3: Content marketing tools that can be adopted by hospitality facilities

How hospitality facilities can use digital marketing

Digital marketing tools are important for most businesses. Hospitality facilities can use digital marketing in different ways as suggested by Farrel (2017) and illustrated in Table 4.

• Communication	• Generate positive word of mouth
• Enhance guest satisfaction	• Provide interesting content
• Ensure guest delight	• Provide level online playing field
• Inspire	• Cater to mobile consumers
• Convince	• For brand reputation
• Educate	• Better return on investment (ROI)
• Entertain	• Earn people's trust
• Online business survival	• Entice people to take favourable action
• Book marking	• Networking
• Streaming	• Publishing
• Providing customer service	• Blogging
• Advancing social knowledge	• Conducting searches
• Generate better revenue	• Deliver conversions into leads, subscribers and sales
• For more cost effectiveness than traditional marketing	• Facilitate interaction with targeted audiences

Table 4: How to use the digital tools

According to Farrel (2017), different digital tools can be used for various purposes as highlighted in Tables 5 to

15.

Table 5 shows that digital tools such as reviews and community forums can be used to inspire stakeholders.

<ul style="list-style-type: none"> • Widgets 	<ul style="list-style-type: none"> • Community forums
<ul style="list-style-type: none"> • Celebrity endorsements 	<ul style="list-style-type: none"> • Reviews

Table 5: Digital tools used to Inspire

Table 6 shows that digital tools like articles and press releases can be used to educate stakeholders.

<ul style="list-style-type: none"> • Articles 	<ul style="list-style-type: none"> • E-books
<ul style="list-style-type: none"> • Infographics 	<ul style="list-style-type: none"> • Press releases
<ul style="list-style-type: none"> • Guides 	<ul style="list-style-type: none"> • Trend reports
<ul style="list-style-type: none"> • Reports and web papers 	<ul style="list-style-type: none"> • Demo videos
<ul style="list-style-type: none"> • E news 	<ul style="list-style-type: none"> • Blogs

Table 6: Digital tools used to Educate

Table 7 shows that digital tools including webinars, events and case studies can be used to convince stakeholders.

<ul style="list-style-type: none"> • Events 	<ul style="list-style-type: none"> • Ratings
<ul style="list-style-type: none"> • Product features 	<ul style="list-style-type: none"> • Interactive demos
<ul style="list-style-type: none"> • Webinars 	<ul style="list-style-type: none"> • Calculations
<ul style="list-style-type: none"> • Data sheet 	<ul style="list-style-type: none"> • Case studies
<ul style="list-style-type: none"> • Check lists 	<ul style="list-style-type: none"> • Price guide

Table 7: Digital tools used to Convince

As indicated in Table 8, some digital tools like Reddit and Digg can be used for social bookmarking.

<ul style="list-style-type: none"> • Reddit 	<ul style="list-style-type: none"> • Digg
<ul style="list-style-type: none"> • Delicious 	<ul style="list-style-type: none"> • Pinterest

Table 8: Digital tools used for Social Bookmarking

As illustrated in Table 9, digital tools such as Linked In, Twitter and Facebook/Meta can be effective for social networking.

<ul style="list-style-type: none"> • Linked In 	<ul style="list-style-type: none"> • Facebook/Meta
<ul style="list-style-type: none"> • Twitter 	<ul style="list-style-type: none"> • Google docs
<ul style="list-style-type: none"> • Slide share 	<ul style="list-style-type: none"> • YouTube

Table 9: Digital tools used for Social Networking

Popular digital tools for social streaming include Youtube and Vimeo as highlighted in Table 10.

<ul style="list-style-type: none"> • Itunes 	<ul style="list-style-type: none"> • Fickr
--	---

• Vimeo	• YouTube
• Tiktok live	• Instagram live
• Twitter	• Linked In
• Facebook/Meta	• Company website

Table 10: Digital tools used for Social Streaming

Blogs, niche and general media sites are digital tools that can be used for social publishing as shown in Table 11.

• Google display/Network publishers	• Blogs
• General media sites	• Niche sites

Table 11: Digital tools used for Social Publishing

Table 12 displays digital tools like Twitter and social commerce reviews that can be used for social customer service.

• Social commerce reviews	• Get satisfaction
• Twitter	• Facebook/Meta

Table 12: Digital tools used for Social Customer Service

Mobile apps and company blogs and forums are digital tools that can be used for social blogging as highlighted in Table 13.

• Company blog	• Company forum
• Mobile apps	• Company website

Table 13: Digital tools used for Social Blogging

Digital tools such as Wikipedia, article sites and Niche communities provide effective tools for advancing social knowledge as illustrated in Table 14.

• Wikipedia	• How to sites
• Article sites	• Niche communities
• Q & A (Questions and Answers) sites	• Blogs

Table 14: Digital tools used for Advancing Social Knowledge

Yahoo bing, Google shopping, Google my business and Google text are digital tools that can be adopted for social searches as indicated in Table 15.

• Google shopping	• Google text
• Google my business	• Yahoo bing

Table 15: Digital tools used for Social Searches

How digital marketing can affect the performance of hospitality facilities

Digital marketing is needed for business sustainability (Kaur, 2017). It is important for hotels (Kumar and Syed, 2021). It can be used to attract new customers and retain old ones thus ensuring constant business for the facility. Social media marketing is important and effective in hospitality marketing (Yogitha, 2018).

Digital marketing can affect the different dimensions of the non-financial performance of hospitality facilities as shown in Table 16.

• Competitiveness	• Service quality
• Resource utilization	• Quality products and services
• Customer satisfaction	• Innovativeness
• Positive word of mouth	• Competitive positions
• Qualified and competent employees	• Guest benefits
• Response to guest needs and wants	• Meeting customer requirements on time
• Market penetration	• Low employee turnover
• Guest loyalty	• Competitive advantages
• Annual product innovations	• Timely delivery of supplies
• Corporate sponsorship	• Community service projects
• Community service projects	• Low equipment breakdown frequency
• Environmental projects	• Environmental/Community perspective
• Employee motivation	• Better occupancy levels than competitors
• Enhance employee training and development programs	• Maintaining star rating classification level
• Delivering guest products and services on time	• Environmental conservation schemes and projects

Table 16: Dimensions of non-financial performance that can be affected by digital marketing

Digital marketing can also affect the different dimensions of financial performances of the facilities as highlighted in Table 17.

• Profitability	• Turnover
• Sales	• Daily average room rate
• Return on investment (ROI)	• Share prices
• Earnings per share	• Net profit
• Gross profit	• Labour cost percentage

• Total revenue	• Cost
• Total operating costs	• Food cost percentage
• Daily average meal check	• Beverage cost percentage
• Market share percentage	• Total sales
• Sales growth	• Room turnover
• Seat turnover	• Daily room occupancy
• Inventory turnover	• Food and beverage sales
• Current assets to current liabilities ratio	• Capital/Shareholder's capital investment

Table 17: Dimensions of financial performance that can be affected by digital marketing

How digital marketing can contribute to the Kenya vision 2030

Kenya is a leading tourist destination in Africa (UNWTO, 2022). The Kenya Vision 2030 aims at marketing tourism to a wide array of guests including the domestic and international market in addition to new and emerging markets other than the traditional markets. Digital marketing is a modern type of marketing that embraces modern tools and technologies which hasten and increase the efficiency and attractiveness of the marketing content delivered to target audiences. Adopting digital marketing when promoting Kenya as the preferred long and short-haul tourist destination to both local and international tourists can increase tourism activities in the country. It can also enhance destination marketing by providing attractive displays of tourist sites and fast and reliable communication and transactions.

How digital marketing can contribute to sustainable development goals (SDG)

The United Nations (UN) came up with the sustainable development goals (SDG) on the 25th of September 2015. The sustainable development goals (SDG) were developed to protect the natural and manmade resources including products and destinations on which the tourism and hospitality industries thrive while addressing the needs of the host communities in the areas where tourism is practised. The seventeen sustainable development goals (SDG) address different agendas (United Nations, UN, 2017). The goals proposed by the United Nations, UN, (2017) as listed in Table 18 are;

1. No poverty
2. Zero hunger
3. Good health and wellbeing
4. Quality education
5. Gender equality

6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnerships for the goals

Table 18: The Sustainable Development Goals (SDG)

Digital marketing in hospitality firms can contribute to the goals of zero poverty, ending hunger, quality of education, economic growth and climate action.

DISCUSSION

How hospitality facilities can adopt digital marketing

The tourism industry has competitively embraced digital marketing (Kaur, 2017). Both hospitality businesses and their customers and tourism stakeholders such as suppliers and distributors like travel agents and tour operators are relying on digital marketing platforms for their hospitality dealings, transactions and communication. Chaengeheu (2015) found that most travellers in Thailand used digital marketing tools for communication and information search. The tools include websites, internet, search engines, social media, mobile phones and email. Social media and mobile phones are gaining popularity (Stephen, 2015). These media are convenient and easy to use. Social media provides wide geographical coverage and allows for interactivity and visual displays of products. Mobile phones facilitate personal calls to businesses and prospective clients and downloading of applications which can support online searches and mobile payments and transactions.

Digital marketing offers a safe option for hospitality firm marketing during crises such as pandemics when social interaction between people may be restricted. It facilitates fast, affordable and live communication with minimal physical contact. Coupled with visual appeal and widespread internet connectivity, digital marketing can be used to remind, educate and encourage customers to consume hospitality products especially when physical communication through traditional marketing such as brochures, sales promotions and personal selling becomes impossible or restricted. It can be used to deliver hospitality experiences at the convenience of the cus-

tomers through streaming and facilitate the sharing of experiences through social media, networking and blogging.

Therefore, the digital marketing strategies and tools that can be adopted by hospitality facilities include social media, content, website, online, affiliate, internet, mobile, email, viral, search engine optimization and video marketing. The firms can use the social media tools like Twitter, Instagram and Facebook/Meta to inform customers about their products and encourage the sharing of photos, videos, experiences and information. They can use tools such as Linked In to attract and communicate with prospective and existing employees. The content marketing tools including virals, entertainment and branded videos can provide entertainment and interaction forums for stakeholders like customers. Tools such as quizzes, competitions and games can be used to create fun environments and attract customers while rewarding them for participating.

How hospitality facilities can use digital marketing

Digital marketing can be a niche marketing tool (Parlov *et al.*, 2016). It can be used to communicate, inform, educate, convince, inspire, network, generate interest and entertain customers. It can be used to reach many customers simultaneously, attractively and competitively display unique products and services which distinguish businesses and highlight the competitive benefits to be enjoyed from visiting the facility. Digital platforms like Tripadvisor have been established to influence word of mouth (Cunha *et al.*, 2021). The firms can also use digital tools to stream, blog and publish information.

Among the tools used to inspire, widgets provide attractive, fast and easy access to apps on electronic devices like mobile phones. Community forums can be used to bring together customers who thereafter share positive experiences in the facilities thus providing free marketing and selling platforms. Reviews can provide firms with information on stakeholders' perceptions and attitudes towards their products and services. Celebrity endorsements can further instil consumer trust in the products and services.

As for the tools used to educate stakeholders, E-news, reports, web papers, articles, press releases, infographics and trend reports can be used to provide detailed information and reports to stakeholders such as customers, suppliers, employees, shareholders and the media thus making them effective tools for internal and external communication. Digital tools like E-books, guides and demo videos can be used to educate stakeholders about the firms' facilities, products, services and operations.

Tools used to convince including ratings, data sheets, price guides, checklists and calculations can be used to attract customers and investors through favourable ratings and positive figures. Case studies can provide real-life events that have succeeded. Events, interactive demos and webinars can bring together stakeholders like customers thus facilitating personal interactions and marketing. Product features can provide comprehensive information about hospitality firms' products and services.

Social bookmarking tools like Reddit and Delicious can provide means of conveniently and quickly saving in-

formation and pages that seem appealing or interesting to stakeholders like customers while online.

Popular tools for social networking like slide share can facilitate the sharing of slides and presentations while Youtube can be used to share videos and other visual content. Social networking tools can be used to build relationships with stakeholders such as customers and employees thus enhancing communication and interactions.

Social streaming tools such as Facebook/Meta, Tiktok live, Youtube and Twitter can be used to record, run and share videos and features on the firms' products, services and experiences including live events.

Social publishing tools like blogs and general media sites can enable the firms to display information that may be relevant to stakeholders like customers, media and employees. Such information could include offers, events and experiences at the hospitality facilities. Niche sites can be used to target niche markets such as the youth and elderly. Google displays/network publishers can be effective when advertising the facilities on Google Ads.

Social customer service tools including Twitter and Get Satisfaction can help initiate and maintain communication with customers about products, services and experiences thus enhancing service delivery throughout the consumer buying process.

For social blogging, company blogs provide effective ways for sharing experiences in the form of narratives and stories. The firms can use company websites to attractively share information about products, services and experiences thus attracting stakeholders such as customers and investors. Company forums encourage internal communication among employees. Mobile apps include Whatsapp and Tiktok which can be used to communicate with customers and other stakeholders like suppliers and employees and share contents.

The tools for advancing social knowledge such as Wikipedia, How to sites and Article sites can display information about the firms' products, services and operations and be used to enlighten stakeholders like the media, customers and existing and prospective employees thus enhancing public relations and communication. Niche communities can enable hospitality customers with similar interests to interact and share information.

The social search tools like Yahoo bing can help market the firms through search engine optimization and increase online visibility. Google my business can be used to market the firm as a destination. Google shopping can be used to list and market hospitality products on online shopping websites.

How digital marketing can affect the performance of hospitality facilities

Digital marketing can affect non-financial and financial performance of hospitality firms. Digital marketing particularly via Facebook/Meta can be used to attract customers, communicate, brand, run events, competitions and research (Farrel, 2017). This contributes to the firm's communication and promotional efforts through long-term strategies such as advertisements, short-term incentives and public relations initiatives. Tools like Pinterest can be used to "find out how products and services fit into the lifestyle of target markets" (Farrel, 2017, p. 34) thus providing an alternative to traditional marketing research methods which mostly relied on the administration of questionnaires and interviews to customers. Google search can be used in search engine optimization (Farrel,

2017) which can increase the business's visibility on online platforms.

Digital marketing can be used to harness modern techno-savvy customers thus giving competitive advantages, especially if and when targeting online audiences with products and services that are suited for digital marketing while keeping in mind business goals, competitors, customers and performance (Ryan and Jones, 2009). The visual display of hospitality products such as food and beverage items, conference facilities, room amenities, ancillary facilities and guest rooms on digital marketing platforms like the internet and websites can increase sales by generating queries which can be converted into successful leads and sales.

Digital marketing can be used for branding and meeting customer needs (Kaur, 2017). Internet marketing can help attract new customers and retain old ones and reach a wide customer base (Mulholland and Cachon, 2004). This is due to its fast nature coupled with 24-hour access, security, worldwide reach and confidentiality.

Digital marketing reduces organizational costs, allows diversification of customer base, reaches a wider customer base and has the potential to convert leads into customers (Mulholland and Cachon, 2004). Digital marketing can reduce costs on items such as stationery needed for the production of printed promotional materials, reach a global audience and be used to convince customers to make a purchase online which influences sales growth.

How digital marketing can contribute to the Kenya vision 2030

Adopting digital marketing when promoting Kenya can provide avenues to attractively and quickly present information on tourism products and destinations in interactive platforms such as social media, mobile phones, videos and internet. Digital marketing tools can facilitate fast communication and exchange of information with guests. The tools can enable quick and secure transactions. They can contribute towards the positive word of mouth and sharing of experiences through online platforms like Trip advisor.

How digital marketing can contribute to sustainable development goals (SDG)

Digital marketing in hospitality firms can contribute to the attainment of sustainable development goals (SDG). Digital marketing can provide an effective and interactive platform for educating stakeholders on sustainable tourism destinations and products. Local communities trained on digital marketing tools and strategies can use the media to promote sustainable tourism and get employment as marketers thus ending poverty and promoting zero hunger. Research and seminars on digital marketing can provide information and knowledge on modern trends and tools in the marketing field consequently improving the quality of education. Local communities equipped with knowledge and skills in digital marketing can secure decent work hence promoting economic growth. Embracing digital marketing can reduce the use of traditional marketing media such as printed materials which encourage the depletion of forests thus embracing climate action. However, the appealing nature and wide audience reach due to digital marketing can lead to an influx of tourists to popular destinations therefore

negatively affecting tourism development.

Conclusion

This paper investigated digital marketing in the hospitality industry in light of performance and national development. The review found that hospitality facilities have embraced digital marketing tools including internet, viral and content marketing. The facilities use these tools to communicate, educate and inform their stakeholders. The findings show that digital marketing can impact non-financial and financial performance and positively contribute to Kenya Vision 2030 and sustainable development goals (SDG). The adoption and use of digital marketing can therefore affect the performance of hospitality firms and national development.

This review has provided important information on digital marketing in the hospitality industry. It is however based on secondary data and the author's knowledge, experiences and observations thus lacking empirical findings derived from the collection of primary data through questionnaires, focus group discussions, observations or interviews. The author consequently recommends empirical studies with similar research objectives for further bridging of gaps in knowledge.

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