

Digital marketing among DOT accredited hotels in Camarines Sur: Basis for marketing plan

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ISSN: 2243-7770
Online ISSN: 2243-7789

OPEN ACCESS

Received: 10 November 2021

Revised: 14 March 2022

Accepted: 17 March 2022

Available Online: 17 March 2022

DOI: 10.5861/ijrsm.2022.22

Abstract

The Corona Virus Disease (COVID-19) has forced the hotel industry to adopt digital marketing. The gap lies in the idea of whether the target market will be susceptible to these advertisements seen on a digital marketing platform. The study aims measured the factors and impacts of the adoption of digital marketing on customers' purchase intention of hotel-related products and services of DOT (Department of Tourism) accredited hotels in Camarines Sur. The exploration utilized a quantitative and descriptive method with 385 respondents identified based on the tourist arrivals in Camarines Sur for the past five years. The qualified participants of the study are those who checked in to DOT accredited hotels in Camarines Sur and corroborated digital marketing as their booking media. Interactivity Theory and Unified Theory of Acceptance and Use of Technology (UTAT) guided the research. In comparing differences, Mann-Whitney Test has been implored. Kruskal-Wallis Test also served as a non-parametric method for testing the significant difference. Results depicted that respondents agreed that all the factors influence them in their adoption of digital marketing. They also agreed that digital marketing impacts their purchase intentions on DOT accredited hotels' products and services in Camarines Sur. The output is a marketing innovative plan that can be proposed to hotel organizations to improve their digital marketing. Furthermore, future research may focus on maintaining hotel employee service orientation through digital marketing amid the pandemic.

Keywords: digital marketing, factors, impact, influence, new normal

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1. Introduction

With the emergence of digital marketing, drastic changes have developed. It can be entrenched that digital media can either be a boon or a bane in an organization—it becomes a boon if it can be used to attract potential markets. However, it can be a bane if it has a detrimental effect on a company's image, branding, and reputation. If taken for granted, this can affect the progress of a particular industry and bring adverse challenges. This notion was also supported by Lauren (2021), wherein with the advent of technology, anyone can leave a negative comment on a large company's digital site's wall or page. On the other hand, Parvez et al. (2018) positively stated that the new trend in digital marketing is to search for hotels online via computers and mobile devices. It enables the possibility to boost local search on hotels by providing essential material, user profiles, controlling citations, and search results.

Moreover, it is imperative to understand how to conduct consumer conversations on a website or through digital platforms such as Facebook, Tumbler, Twitter, and others to succeed in digital marketing. Upholding this ideation is the “Interactivity Theory.” Interactivity Theory describes the relationship between two or more individuals who, under certain circumstances, alter their conduct and behaviors reciprocally. An alternative body of expertise explores consumer-technology interaction, such as online interaction (Cebi, 2013; Chen et al., 2010 as cited by Barreda et al., 2016). They described the theory as a framework of tracking and encouraging customer interaction, participation, and sharing via digital media to foster social interaction with a business and its brands, ultimately resulting in commercial value. Linkages may also take place on a company's website, digital platforms, or third-party websites. Also, this study is anchored on the Unified Theory of Acceptance and Use of Technology (UTAT). Venkatesh et al. (2016) synthesizes existing theories concerning UTAUT. They describe UTAT as a theory that focuses on the critical phenomenon of technology acceptance and uses, significantly modifies current theories by incorporating higher-order moderation effects and is rigorously empirically validated.

Specifically, it is crucial to understand how digital marketing works in the tourism and hospitality industry, especially with the insurgence of Corona Virus Disease or CoViD-19. Furthermore, Kaushal and Srivastava (2020) stipulated that the tourism and hospitality industries thrive on visitor patterns in this contemporary situation. Therefore, numerous researches and practices are devoted to developing newer tourism products to boost inflows and strengthen the industry's multiplier effect.

Interestingly, the tourism and hospitality industry copes with the “new normal” setup by utilizing digital to promote and market its tourism products and services. This way, they can keep abreast with the neoteric way of acquiring sales and profits amidst the global crisis. In such a competitive environment, every business must prioritize developing and maintaining brand loyalty and trust (Tatar & Eren-Erdoğan, 2016) and research the potential negative impact of digital marketing on consumer perceptions of value (Park, Im, & Kim, 2018). That is why even hotels should learn to accompany the fast-paced corporate world by using digital marketing to burgeon their market reach.

Although numerous studies on hotel digital marketing have been conducted, there is still a need to determine digital marketing effectiveness (Leung et al., 2017) and its impact, particularly in the Philippines. There is a need to investigate the Technology self-efficacy (TSE), Usefulness (U), Active Control (AC), Two-Way Communication (TC), and Synchronicity (SY) of digital marketing as utilized by hotels across the different regions in the country.

Traditionally, Filipinos are fond of recreation, travel, and staycations. They usually have it in a hotel where they could have time with their families and loved ones. The National Economic and Development Authority

(NEDA, 2016) indicated in Ambisyon Natin 2040 that families and friends gather in parks and recreation centers to spend time together during weekends. That is why Kusumasondjaja (2018) insisted that developing brand content for digital that elicits meaningful consumer responses is critical when creating a digital marketing strategy. The more these hotels invest in digital marketing, the more they will increase awareness of their products and services, including accommodation, lodging, and recreational facilities. It is common for some tourists, whether foreign or domestic, to use an internet search engine to plan their travels (Nolasco & Dela Cruz, 2016). Based on SiteMinder's (2021) inbound research, 39% of respondents desired to communicate with businesses digitally. It shows that travelers seek product information on websites, LinkedIn, and Pinterest and rely upon hotels' digital marketing regarding their purchase intentions.

Consequently, only a few accredited Department of Tourism (DOT) hotels utilize digital marketing in Bicol Region, particularly in Camarines Sur. There were instances that these hotels made use of only one platform, such as Facebook. For example, Lemars Hotel, located in Iriga City, benefits only from this digital site. They have their Facebook page where the tourists can access information about their products and services even in the new normal.

Despite the massive use of digital, the researcher believes that there was limited research undertaken to review the impact of digital marketing among DOT accredited hotels in Camarines Sur. Therefore, the present study will assess the performance expectancy, hedonic motivation, habit, interactivity, informativeness, and perceived relevance of digital marketing used by travelers searching for accommodation and lodging. Hence, this research will help establish a creative value of digital marketing among DOT accredited hotels within and outside the Bicol Region and beyond.

2. Methods

2.1 Sample

There were three hundred eighty-five (385) respondents of the study based on the tourist arrivals in Camarines Sur, which is 3,122,156 (City Government of Naga, 2020). The researcher used the Raosoft Sample Size Calculator to determine the research participants with a margin error of five percent. Also, it has a 95 percent confidence level as the amount of uncertainty the research can tolerate and 50 percent response distribution.

The qualified participants of the study are tourists or travelers who are using digital marketing to purchase accommodation and services from DOT accredited hotels in Camarines Sur. Choosing these groups determined the factors and impacts of digital marketing used by hotels in the new normal setup. However, not included in the study are those respondents who did not utilize digital marketing as their platform for choosing their hotel accommodations and those who do not receive hotel-related marketing and advertisements from digital.

2.2 Data Collection

Part one of the instrument is to present the profile of the respondents. Part two of the instrument is to determine the factors influencing the adoption of digital marketing in receiving hotel-related advertisements that are based on the Modified questionnaire from the study of Tan et al. (2018), while part three of the instrument is an Adapted questionnaire from the study of Alalwan (2018) which determined the Impact of Digital Marketing of DOT Accredited Hotels in Camarines Sur to Customers' Purchase Intentions in the New Normal. The instrument underwent content validation and pilot testing. The instrument's reliability was checked using the Cronbach Alpha Reliability Coefficient Test. Factors influencing the adoption of digital marketing (0.929) and Impact of Digital Marketing (0.982) have an excellent value of Cronbach's alpha higher than 0.90.

2.3 Data Analysis

The statistical tools and techniques answered the study's research questions in the presentation and treatment

of the data. Meanwhile, in identifying the respondents' demographic profile, assessing the factors influencing the adoption of digital marketing in receiving hotel-related advertisements of DOT Accredited Hotels, and determining the impact of digital marketing of DOT Accredited Hotels in Camarines Sur, Percentage, frequency distribution, and weighted mean were used. More so, to compare differences between two variables, factors versus profile of the respondents and impacts versus profile of the respondents, Mann-Whitney Test has been adopted. Furthermore, Kruskal-Wallis Test has served as a non-parametric method for testing the significant difference in the assessment of the adoption of digital marketing when grouped according to the profile variables.

3. Results and discussions

Table 1

Percentage Distribution of the Respondents' Profile

Sex	Frequency	Percentage (%)		
Male	120	31.20		
Female	265	68.80		
Age				
25 years and below (Gen Z)	309	80.30		
26-41 years old (Gen Y)	65	16.90		
42-56 years old (Gen X)	11	2.90		
Occupation				
Employed	126	32.70		
Self-employed	37	9.60		
Unemployed	222	57.70		
Civil Status				
Single	348	90.40		
Married	37	9.60		
Digital Platforms frequently visited				
	Always	Often	Sometimes	Never
Facebook	300	55	26	4
Instagram	114	117	100	54
Twitter	64	65	125	131
YouTube	161	124	83	17
LinkedIn	9	54	132	190

The table presents the percentage distribution of the respondent's profile. When it comes to Sex, most of the respondents are female, which implied that females tend to book their hotel reservations online and are more tech-savvy than males. It can also be denoted that females check-in among DOT accredited hotels in Camarines Sur rather than males. Some research has proved an increasing number of female guests in the accommodation sector. Seth et al. (2019) also stated that with the increase in female guests, hotels are expanding their amenities beyond a few more hangers, diet menus, and hair dryers.

Interestingly, most respondents are 25 years and below (Gen Z). It can be derived from the data that Generation Z or those who belong to 25 years and below are more technology-oriented and aware of the digital platforms that the hotels are using. It was revealed that Generation Z is a generation of digital natives, having never known a world without such internet, computers, or handheld platforms (Fromm & Read, 2018, as cited by Munsch, 2021).

Furthermore, talking about the occupation of the respondents, most of them were unemployed, having 222 or 57.70 percent. It can be derived that unemployed individuals are the ones utilizing the digital platform of DOT accredited hotels. Also, they have a higher opportunity of spending their time scrolling their cellphones, laptops, or gadgets. It also implies that they have more time surfing the internet for content relative to advertisements made by these hotels, making them socialize more with the digital platform. Hence, the internet acts as a structuring device for individuals experiencing unemployment and assists them in maintaining social contacts (Feuls et al., 2016); it fills time with activities that are both normatively meaningful and subjectively perceived as a good use of time for the unemployed.

Diving into the Civil Status, majority of the respondents were single, which implied that those who do not have their own families were more likely to visit the digital platforms of DOT accredited hotels in Camarines Sur. Notably, single individuals like to travel, explore, and stay in hotels to unwind and enjoy. They are fond of exploring new hotels to experience solitude. Undeniably, there is an increasing growth of backpackers and solo travelers in Camarines Sur, where they prefer to travel alone.

Finally, among the digital platforms frequently visited, the results implied that Facebook is the digital platform where respondents always refer for an advertisement of the DOT accredited hotels in the Bicol region. Meaning, majority of the respondents have access to Facebook, and they frequently visit this site to search for accommodations. They also find it entertaining and reliable as a source of information about the hotel where they will check-in. Facebook is now well-known across the world. Several businesses have Facebook marketing strategies. Jaman and Anshari's (2021) study discuss the dangers of utilizing Facebook for both consumers and marketers.

Table 2

Factors Influencing the Adoption of Digital Marketing and its Impact

Factors	WM	VI	Cronbach's Alpha	Interpretation	Rank
1. Technology self-efficacy	3.30	Agree	0.795	Acceptable	3
2. Usefulness	3.41	Agree	0.907	Excellent	1
3. Active Control	3.15	Agree	0.841	Good	4.5
4. Two-way Communication	3.32	Agree	0.841	Good	2
5. Synchronicity	3.15	Agree	0.817	Good	4.5
Composite Mean	3.27	Agree	0.929	Excellent	

Impact of Digital Marketing	WM	VI	Cronbach's Alpha	Interpretation	Rank
1. Performance Expectancy	3.43	Agree	0.884	Good	2.5
2. Hedonic Motivation	3.43	Agree	0.872	Good	2.5
3. Perceived Relevance	3.41	Agree	0.939	Excellent	4
4. Habit	3.29	Agree	0.905	Excellent	6
5. Interactivity	3.38	Agree	0.942	Excellent	5
6. Informativeness	3.47	Agree	0.932	Excellent	1
7. Purchase Intention	3.27	Agree	0.933	Excellent	7
Composite Mean	3.38	Agree	0.982	Excellent	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The table represents the summary table on the factors influencing the adoption of digital marketing in receiving hotel-related advertisements, which has a composite mean of 3.27 (Agree). The table also indicates the summary table of the impact of digital marketing of DOT Accredited hotels in Camarines Sur on customers' purchase intentions in the new normal with a composite mean of 3.38 (Agree).

The table portrays a summary of the factors influencing the adoption of digital marketing in receiving hotel-related advertisements. The composite mean of 3.27 implies that they agree on these factors that affect them. Usefulness (3.41) interpreted as Agree. It was followed by Two-way Communication (3.32), where the respondents agreed on the influence of this factor. Technology self-efficacy (3.30) interpreted as Agree. The results conveyed

that usefulness got the highest mean value among all factors influencing digital marketing adoption. It means that the respondents are only interested in those hotel-related advertisements that they find helpful in choosing and checking in to these accommodations. If they do not benefit from it, they will more likely abandon it and refrain from visiting it. The study focuses on the digitalization of marketing and its applicability to all industries. Therefore, hotels need to establish a positive image and impression towards their market. Catching the attention of their clients at first glance through digital marketing will create curiosity in their minds and make the hotel have a competitive advantage. Thus, Nuseira and Aljumahb (2020) study determined the elements that influence the adoption of digital marketing tactics to remain competitive in an ever-changing environment. Between autonomous and dependent components, the study assessed the direct and moderating effects of agile marketing. The study's findings indicated that while relative advantage and competitive industry have an enormous impact on digital marketing adoption, they have little impact.

Meanwhile, the respondents agree that these factors influence them in adopting Digital Marketing to purchase hotel-related products and services. It can be derived from the summary that once digital marketing is useful to the tourists or travelers, they will patronize the hotel's products and services. It also denotes that the ability of the digital marketing platform to respond and provide features that will cater to the wants and needs of the tourists, the more likely they will purchase. In today's e-commerce and data era, Kuhzady and Ghasemi (2019) viewed user-generated reviews of hotels as a substantial factor in adopting digital marketing in the new normal. The digital and significant data eras provided novel sources of information that hoteliers and customers can utilize to acquire tourism product information—establishing a broad picture of the factors that contribute to customers' satisfaction and dissatisfaction towards digital marketing.

On the contrary, Active Control and Synchronicity, the least factors, are tied in the same spot having a weighted mean of 3.15 interpreted as Agree. Some respondents implied that the interaction in social media, websites, and other digital marketing platforms is limited to only liking, clicking, and Yes or No answers. The intimacy between the hotel establishment and the guest does not provide an in-depth reason for increased active control and synchronicity. Sanjiwani et al. (2019), in their study, argued that as a tourism company, non-star hotels are increasingly marketing their rooms through online travel agents (OTAs). These OTAs are under the digital marketing initiative of hotels in the tourism and hospitality industry. Undeniably, the research on OTA usage is interesting, given the scarcity of research on hotel management's acceptance of technology using the Technology Acceptance Model (TAM). In general, non-star hotel management is receptive to the use of OTAs in their properties.

On the other hand, in terms of the impact of digital marketing, it has a composite mean of 3.38 (Agree). Informativeness (3.47) has the highest weighted standard, followed by Performance Expectancy and Hedonic Motivation having the same mean value of 3.43. More so, Perceived Relevance (3.41) followed the list. While Interactivity got a mean score of 3.38, and Habit received 3.29. At the same time, Purchase Intention (3.27) got the lowest weighted mean value among all the indicators. The data posits that the ability of digital marketing to highlight the information needed by the respondents will most likely be interested in the hotels. Likewise, travelers will be comfortable and confident in digital marketing, knowing that the information stipulated in the hotel's digital advertisement has undergone content validation and fact-checking. Nonetheless, digital marketing channels have been increasingly crucial in hotels' marketing and communication strategies. It has impacted various industries, specifically large hotel chains. As businesses have seen that their existing guests and even prospects increasingly rely on digital media (Leite and Azevedo, 2017; Kumar et al., 2020), it is advantageous for hotels to focus on increasing the impact of their digital marketing. Through this, the customer purchase intention of hotel-related products and services will be boosted.

The table 3 compares responses on the factors influencing the adoption of digital marketing in receiving hotel-related advertisements when grouped according to profile. It was found out that there was a significant difference in usefulness when grouped according to sex since the obtained p-value of 0.023 was less than the 0.05 alpha level.

Table 3*Difference of responses on factors influencing the adoption of digital marketing when grouped according to profit*

Sex		U/λ^2	p-value	Interpretation
	Technology self-efficacy	15626.5	0.784	Not Significant
	Usefulness	13622	0.023	Significant*
	Active Control	14598	0.173	Not Significant
	Two-way Communication	15522.5	0.692	Not Significant
	Synchronicity	14430	0.124	Not Significant
Age				
	Technology self-efficacy	5.571	0.062	Not Significant
	Usefulness	0.697	0.706	Not Significant
	Active Control	1.028	0.598	Not Significant
	Two-way Communication	0.004	0.998	Not Significant
	Synchronicity	3.926	0.140	Not Significant
Occupation				
	Technology self-efficacy	0.412	0.814	Not Significant
	Usefulness	0.167	0.920	Not Significant
	Active Control	7.653	0.022	Significant*
	Two-way Communication	5.508	0.064	Not Significant
	Synchronicity	2.221	0.329	Not Significant
Civil Status				
	Technology self-efficacy	5609.5	0.191	Not Significant
	Usefulness	6057.5	0.550	Not Significant
	Active Control	5764	0.268	Not Significant
	Two-way Communication	6397	0.946	Not Significant
	Synchronicity	5382.5	0.083	Not Significant
Digital Platforms frequently visited				
	Technology self-efficacy	26.229	0.000	Highly Significant*
	Usefulness	7.139	0.068	Not Significant
	Active Control	11.456	0.009	Significant*
	Two-way Communication	11.923	0.008	Significant*
	Synchronicity	15.182	0.002	Significant*

Legend: Significant at p-value < 0.05

It means that the responses differ significantly, and based on the test conducted, it was found out that females have a more significant assessment of usefulness. It can be inferred that females are more critical in assessing the effectiveness of digital marketing of DOT accredited hotels. Thus, females are also more detail-oriented, and they mostly use social media and other online platforms like Instagram. Almaadeed (2018) conducted a study among 275 women who responded to an online questionnaire. Contrary to what has been found in other contexts, the results indicate that perceived usefulness of digital marketing and trust had no significant impact on brand attitude and positively affected purchase intention. It clearly shows that females have a more excellent perception than males towards the usability of digital marketing in choosing their hotel accommodations. Interestingly, the usefulness of the digital marketing of these DOT accredited hotels will sustain the online presence of the strategy.

There was also a significant difference observed on active control (0.022) when grouped according to occupation. Thus, the result shows that those who are unemployed have a more outstanding assessment of operational management. It can be interpreted from the effects that the advertisements stand out among its competitors by engaging their customers virtually. Also, unemployed individuals tend to spend their time browsing social media, e-mails, websites, and the like. Making them feel that they have active control over the digital marketing used by hotels will capture their interests. It can also be inferred that most unemployed respondents are more sophisticated than employed individuals looking for a more developed complexity of digital marketing. Joblessness and unemployment are significantly impacted by digital marketing. Digital marketing is thriving and

is widely accepted by tourists and customers due to the numerous benefits that have simplified their daily lives (Bin Rustam, 2020); One of these benefits is maintaining the current knowledge of hotel products and services. It will also give convenience to appointments and booking of hotel accommodations. Customer purchase intention will be sustained because the product or service information becomes more robust in the digital marketing platform. Lastly, direct purchasing of unemployed tourists is enabled through strong digital marketing.

Finally, there was also a high significant difference found on technology self-efficacy (0.000), active control (0.009), two-way communication (0.008), and synchronicity (0.002) when grouped according to digital platforms frequently visited. Thus, the result reveals that the responses vary statistically, and based on the pairwise comparison, it was found out that those who always visited these platforms have a greater assessment of the above indicators. It can be derived from the results that respondents who frequently visit the digital marketing platforms of these hotels value the relationship built even in a virtual environment. Undoubtedly, the execution of the digital marketing strategy has created brand awareness, strengthened the network of the hotels, and enhanced customer experiences on a virtual platform. Labbad and Niketh (2018) research explored and examined the hotel's online and digital presence. Included in their study were website, Facebook, Instagram, Twitter, Booking.com, and TripAdvisor pages. Using a qualitative approach, they sought to answer the question, "What role does digital marketing play in the communication and marketing strategies of four- and five-star hotels in Porto."

The study has interviewed managers and marketers of 32 hotels were performed in a semi-structured interview. Nonetheless, they found out that the internet and digital marketing have evolved into an indispensable tool for visitors, enabling people to pursue new interests, travel, and encounter new cultures. The study allows managers to assess the critical nature of digital marketing in the hotel industry. As a result of the investigation, 58 out of 59 hotels have websites, as determined by a content analysis of online activity. Furthermore, due to the two-way nature of digital platforms, hotels and businesses in the tourism industry are increasingly seeking to establish a digital relationship with customers (Makrides et al., 2020), the goal is to partner with them. Digital marketing supports customer loyalty and advocacy while also keeping track of corporate value. When technology reaches synchronicity, self-efficacy, and active control, it brings the globe and its people closer together. Hotels and customers may communicate more efficiently and creatively. Moreover, two-way communication in digital marketing platforms will reach out to previously untapped markets, dramatically expanding brand exposure.

The table 4 illustrates the comparison of responses on the impact of digital marketing of DOT accredited hotels to customer purchase intentions in the new normal when grouped according to profile. It was shown that there was a significant difference in performance expectancy (0.039) and hedonic motivation (0.004) when grouped according to sex since the obtained p-values were less than 0.05 alpha level. It means that the responses differ significantly, and based on the test conducted, it was found out that female respondents have a more excellent assessment on performance expectancy and hedonic motivation. It can be observed that the primary constructs that determine the impact of digital marketing of DOT accredited hotels in Camarines Sur on customers' purchase intentions are performance expectancy and hedonic motivation. It clearly shows that digital marketing will help the respondents carry out their travel goals and accommodations expectations. On the other hand, digital marketing reinforces the enjoyment of the respondents leading to their hedonic motivation towards booking hotel accommodation.

Several studies depicted that Performance Expectancy (PE) is a fundamental concept that influences the adoption and subsequent usage of technology and digital marketing. It has been demonstrated to be the strongest predictor of Behavioral Intention (BI) to utilize a technology (Venkatesh et al., 2003; Venkatesh et al., 2012, as cited by Nikolopoulou et al., 2021). While Hedonic Motivation (HM) is a term that refers to subjective enjoyment, and studies have revealed that it affects the acceptance of mobile technology and the adoption of digital marketing (Wang et al., 2010; Wang et al., 2009 as cited by Nikolopoulou et al., 2021).

Table 4*Difference of Responses on Impact of Digital Marketing when grouped according to profile*

Sex		U/χ^2_c	p-value	Interpretation
	Performance Expectancy	13886	0.039	Significant
	Hedonic Motivation	13124.5	0.004	Significant
	Perceived Relevance	14002	0.052	Not Significant
	Habit	14072	0.063	Not Significant
	Interactivity	14163	0.077	Not Significant
	Informativeness	14293	0.099	Not Significant
	Purchase Intention	15373	0.590	Not Significant
Age				
	Performance Expectancy	0.572	0.751	Not Significant
	Hedonic Motivation	0.046	0.977	Not Significant
	Perceived Relevance	0.107	0.948	Not Significant
	Habit	3.893	0.143	Not Significant
	Interactivity	1.207	0.547	Not Significant
	Informativeness	0.043	0.979	Not Significant
	Purchase Intention	1.138	0.566	Not Significant
Occupation				
	Performance Expectancy	3.293	0.193	Not Significant
	Hedonic Motivation	1.098	0.578	Not Significant
	Perceived Relevance	0.654	0.721	Not Significant
	Habit	0.098	0.952	Not Significant
	Interactivity	1.918	0.383	Not Significant
	Informativeness	4.621	0.099	Not Significant
	Purchase Intention	3.968	0.137	Not Significant
Civil Status				
	Performance Expectancy	6108.5	0.595	Not Significant
	Hedonic Motivation	6324	0.853	Not Significant
	Perceived Relevance	6297	0.820	Not Significant
	Habit	5403.5	0.098	Not Significant
	Interactivity	5892	0.383	Not Significant
	Informativeness	5923	0.406	Not Significant
	Purchase Intention	5994.5	0.476	Not Significant
Digital Platforms frequently visited				
	Performance Expectancy	16.511	0.001	Highly Significant
	Hedonic Motivation	18.256	0.000	Highly Significant
	Perceived Relevance	15.387	0.002	Significant
	Habit	22.949	0.000	Highly Significant
	Interactivity	28.097	0.000	Highly Significant
	Informativeness	21.436	0.000	Highly Significant
	Purchase Intention	23.259	0.000	Highly Significant

Legend: Significant at p-value < 0.05

In addition, there was also a significant difference found when since all computed p-values were less than 0.05 alpha level. Thus, the result reveals that the responses vary statistically, and based on the pairwise comparison, it was found out that those who always visited these platforms have a more outstanding assessment of the above indicators. Also, will this provide the hoteliers and marketers with the necessary skills and information relevant to the tourism and hospitality industry? With this, Veer and Dobeles' (2019) study stated that the growing skills gap brings up the question of the relevance of digital marketing as a required skill set for marketers and what training institutions can do to reduce the skills gap. Thus, hoteliers should establish intense market penetration showing that their advertisements are relevant to their customer's life to increase their purchase intention of the products and services they offer. Similarly, Singh (2017) stated that excellent customer service, higher quality, operational efficiency, sustained bottom-line results profitability, and the opportunity to engage with users are critical for survival in an intensely competitive market environment.

Table 5*Marketing Innovative Plan*

Key Result Area/ Objective	Strategies	Person involved	Expected Output
Technology self-efficacy To join comfortably in an online discussion group on digital sites relevant to hotel-related advertisements	<ul style="list-style-type: none"> -Hotels may conduct webinars where the tourists and guests can exchange ideas, reviews, and suggestions about the hotel's operations amid the pandemic. -Hotels can develop an online digital marketing system where the guests can discuss hotel-related advertisements and issues. -Hotels may form a team or a core group where the task is to generate discussions, solicit feedback, and explain the advertisements on a live virtual platform. 	<ul style="list-style-type: none"> -Managers, supervisors, heads -Information Technology (IT) Specialist, Web-page developer -Managers, supervisors, heads 	<ul style="list-style-type: none"> -The tourists and guests can exchange ideas, reviews, and suggestions about the hotel's operations through webinars that the hotels have conducted. -There will be an online digital marketing system where the guests can discuss hotel-related advertisements and issues. -A newly-formed team or a core group will be created to generate discussions, solicit feedback, and explain the advertisements on a live virtual platform.
Usefulness To improve the travel and planning efficiency of tourists through the use of digital sites and hotel-related advertisements	<ul style="list-style-type: none"> -A virtual planner can be included in the digital marketing platform used by hotels. -Customer service can be added to the digital marketing site where the tourists can call and ask for travel advice. 	<ul style="list-style-type: none"> -Information Technology (IT) Specialist, Web-page developer -Customer Service Representatives, Managers, supervisors, heads 	<ul style="list-style-type: none"> -A virtual planner will be included in the digital marketing platform used by hotels. -Customer service was added to the digital marketing site where the tourists can call and ask for travel advice.
Active Control To let tourists feel that they had much control over their experience at the hotels' websites	<ul style="list-style-type: none"> -Make digital marketing an interactive platform where tourists can freely communicate what they feel. -Create a digital marketing platform that cultivates a travel diary format. 	<ul style="list-style-type: none"> -Managers, supervisors, heads -Information Technology (IT) Specialist, Web-page developer 	<ul style="list-style-type: none"> -There is an interactive digital marketing platform where tourists can freely communicate what they feel. -A digital marketing platform that cultivates a travel diary format will be created and developed.
Two-way Communication To augment the digital marketing of these hotels in facilitating two-way communication between their company and the tourists	<ul style="list-style-type: none"> -The adoption of online mentoring and online coaching for tourists and travelers. -Hybrid meeting of the hotel staff and employees reiterating the value of two-way communication. 	<ul style="list-style-type: none"> -Customer Service, Information Technology (IT) Specialist, Web-page developer -Hotel employees, managers, owners 	<ul style="list-style-type: none"> -There was an adoption of online mentoring and online coaching for tourists and travelers. -Hybrid meeting of the hotel staff and employees reiterating the value of two-way communication will be taken as a positive marketing strategy.
Synchronicity To reinforce the digital marketing of these hotels, such as Instagram, to respond to tourists' questions very quickly	<ul style="list-style-type: none"> -There can be an employee or staff assigned to monitor the digital marketing platform of these hotels, such as Instagram. -Content developers and checkers can be present and assist the company in answering the tourists' questions. -Researcher may also be acquired to answer and respond to the tourists' questions quickly and correctly. 	<ul style="list-style-type: none"> -Hotel employee or staff -Content developer and checker -Managers, Researcher, Content developer, and checker 	<ul style="list-style-type: none"> -There will be an assigned employee or staff to monitor the digital marketing platform of these hotels, such as Instagram. Content developers and checkers will be present in assisting the company in answering the tourists' questions. And A company researcher will be acquired to answer and respond to the tourists' questions quickly and correctly.
Performance Expectancy To increase the chances of meeting accommodation problems vital to the traveler	<ul style="list-style-type: none"> -Hotels may ensure that all the information stipulated in the digital marketing used is accurate, correct, and present in the business. -Update the information from time to time to meet the expectations of the guests. -A lawyer or someone knowledgeable about the law can be present to tackle the Data Privacy Act of 2012. 	<ul style="list-style-type: none"> -Managers, Researcher, Content developer, and checker -Managers, Researcher, Content developer, and checker -Lawyer, Managers, Researcher, Content developer, and checker 	<ul style="list-style-type: none"> -Hotels will be effectively ensuring that all the information stipulated in the digital marketing used is accurate, correct, and present in the business. -The hotel management and employees will update the information from time to time to meet the expectations of the guests. And A lawyer or someone knowledgeable about the law was employed and invited to tackle the Data Privacy Act of 2012.
Hedonic Motivation To entertain tourists by the hotel's offerings and discounts implemented in their digital marketing	<ul style="list-style-type: none"> -Conduct virtual workshops or training and contests for interested tourists. -Provide legit raffle promos and discounts for every booked hotel accommodation. -Provide a gaming icon or feature in the digital marketing site where the tourists can play when bored and win additional freebies in hotel 	<ul style="list-style-type: none"> -Virtual coaches, managers, supervisors, experts -Department of Trade and Industry, Hotel managers, staff, game master -Game developer, IT specialist 	<ul style="list-style-type: none"> -Virtual workshops or training and contests will be conducted by hotels for interested tourists. -The hotels will be able to provide legit raffle promos and discounts for every booked hotel accommodation. -The hotels provided a gaming icon or feature in the digital marketing site where the tourists can play

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	accommodation.		when bored and win additional freebies in hotel accommodation.
Perceived Relevance To have the digital marketing fit the interest and preference of the guests/customer	<ul style="list-style-type: none"> -Conduct an online survey about the preferences and interests of the tourists before logging in to the digital marketing platform. -Consolidate the data and responses from the online survey and suggest hotel accommodations and tour packages relevant to the tourists' references. -Make a variation of the hotel's amenities and facilities to cater to different types of market segments. 	<ul style="list-style-type: none"> -Customer service representatives, content developer and content checker, IT specialist -Customer service representatives, content developer and content checker, IT specialist -Content developer and content checker, IT specialist 	<ul style="list-style-type: none"> -An online survey will be administered about the preferences and interests of the tourists before logging in to the digital marketing platform that serves as a customer data base. -There will be a consolidated data and responses from the online survey and there were suggested hotel accommodations and tour packages relevant to the tourists' references. -There will be a variation of the hotel's amenities and facilities to cater to different types of market segments.
Habit To influence tourists in using digital marketing of hotels for their accommodation and lodging	<ul style="list-style-type: none"> -Hotels can build credible and authentic content in the digital marketing platform. -These hotels can acquire and post testimonies of popular and famous personalities (within and outside the place) while using the digital platform and utilizing the hotel's products and services. -Upload photos and proof of awards and certifications received by the hotel in the digital marketing platform. 	<ul style="list-style-type: none"> - Content developer, researcher, and content checker - Content developer, researcher, and content checker - Content developer, researcher, and content checker 	<ul style="list-style-type: none"> -There will be an existing credible and authentic content in the digital marketing platform of these hotels. -Hotels will acquire and post testimonies of popular and famous personalities (within and outside the place) while using the digital platform and utilizing the hotel's products and services. And There will be uploaded photos and proof of awards and certifications received by the hotel in the digital marketing platform.
Interactivity To improve digital marketing in making the tourists feel like it wants to listen to their requests as guests of their hotels	<ul style="list-style-type: none"> -Provide an icon or feature on the digital marketing platform where tourists can leave their comments and feedback even away from the hotel establishments because of the pandemic. -Allow potential tourists the freedom to choose where they want to contact the hotel (texts, websites, Facebook, Instagram). -Make sure that the digital marketing platform can be accessed through mobile phones and technologies. -Revisit customer reviews and make them a basis for future innovation. 	<ul style="list-style-type: none"> -Content developer and content checker, IT specialist - Content developer and content checker, IT specialist -Managers, hotel employees, Content developer and content checker, IT specialist -Managers, hotel employees, Content developer and content checker, IT specialist 	<ul style="list-style-type: none"> -Hotels will create an icon or feature on the digital marketing platform where tourists can leave their comments and feedback. -Hotels will foster strong connections with their clients allowing potential tourists the freedom to choose where they want to contact the hotel (texts, websites, Facebook, Instagram). The digital marketing platform can now be accessed through mobile phones and technologies anytime, anywhere, and anyhow. -The hotel management and employees will continuously revisit their customer reviews and make them a basis for future innovation of their products and services.
Informativeness To bolster the hotel's digital marketing for tourists to find a good source of up-to-date tourism product information about their different accommodations	<ul style="list-style-type: none"> -Comprehensively describe the products and services of hotels in digital marketing through a virtual tour or 3D diagramming. -Content videos can be made explaining the tourism product information, and they can be uploaded to the digital marketing platform. -Invest in a search-optimized hotel guide for the tourists and guests. -Navigate the hotel's digital marketing through voice search. 	<ul style="list-style-type: none"> -Managers, hotel employees, Content developer and content checker, IT specialist -Managers, hotel employees, Content developer and content checker, IT specialist -Managers, owners, IT specialist - Managers, owners, IT specialist 	<ul style="list-style-type: none"> -The products and services of hotels in digital marketing will be described comprehensively through a virtual tour or 3D diagramming. -Content videos will be made in a way that explains the tourism product information, and were uploaded to the digital marketing platform of these hotels. -Hotels will be able to invest in a search-optimized hotel guide for the tourists and guests. -The hotel's digital marketing platform can now be navigated through voice search.
Purchase Intention To promote the hotels' products and services on digital advertisements even with all the restrictions in the new normal	<ul style="list-style-type: none"> -Optimize chatbots to foster strong customer relationships and experience. -Craft loyalty programs and rewards for the guests who book hotel accommodations using digital marketing. -Invests in a Podcast for the tourism products and services being able to inspire the tourists. 	<ul style="list-style-type: none"> - Managers, owners, IT specialist - Managers, owners, IT specialist - Managers, owners, IT specialist -Managers, owners, IT specialist 	<ul style="list-style-type: none"> -The hotel will optimize and utilize chatbots to foster strong customer relationships and experience. -Loyalty programs and rewards for the guests will be crafted and was given to those who book hotel accommodations using digital marketing. -Hotels will be able to invest in a Podcast for the tourism products

	<p>-Give a referral link for the digital marketing platform where the tourists can share it with their friends and relatives.</p>		<p>and services they offered and inspired guests and clients to book hotel accommodations through their digital marketing platform. -There will be a system-generated referral link for the digital marketing platform where the tourists can share it with their friends and relatives.</p>
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4. Conclusions

Majority of the respondents are females who belong to Generation Z aged 25 years and below. Meanwhile, majority of the respondents were unemployed. There is also a preponderance of single compared to married respondents. In terms of digital platforms frequently visited, the majority of the respondents answered that Youtube was constantly their ‘go-to’ social media site next to Facebook being the top on the list. More so, respondents often only visit Instagram, and the majority of them never utilize Twitter, Linked In, and Travel Booking websites for hotel-related advertisements.

Participants agreed that all factors influence their use of digital marketing. In terms of TSE, most respondents agreed they use digital sites to receive hotel-related advertisements. In terms of usefulness (U), respondents said they will use digital marketing if it helps them plan their vacations better. When it comes to Active Control (AC), the respondents are more inclined to use digital marketing if they can choose what they want to see from the hotel's services and amenities. Under Two-Way Communication (TC), respondents agreed to use digital marketing if hotels' marketing strategy permitted it. Finally, in terms of Synchronicity (S), if respondents could promptly access hotel digital accounts, they would be more likely to use digital marketing.

The new normal influence of digital marketing of DOT Accredited Hotels in Camarines Sur to client purchase intentions is that it permits respondents to find digital marketing useful in choosing hotel accommodations in Camarines Sur. Also, the respondents enjoy employing digital marketing for hotels because of the content and great posts on their websites, Facebook, and the like. Furthermore, when asked if digital marketing influences their purchase intentions when booking hotel accommodations in the new normal, respondents acknowledged that it does. Consequently, Informativeness has an impact on client purchase intention when digital marketing promotes two-way communication between passengers and hotels. Aside from that, the new normal's impact of digital marketing on customers' purchase intentions is also being assessed. Perceived relevance on the respondents is when digital marketing is a good source of product information. Finally, even in the new normal, customers' purchase intent can be influenced by digital marketing provided it allows them to buy tourism items and services like hotel stays.

When categorized by profile variables like sex, the difference in replies on Factors Influencing the Adoption of Digital Marketing in Receiving hotel-related advertisements is only usefulness. In contrast, only Active Control showed a significant difference when classified by Occupation. However, when grouped by commonly visited digital platforms, technology self-efficacy has a highly significant difference whereas Active Control, Two-way Communication, and Synchronicity just had a significant difference. However, when grouped by profile variables such as sex, Performance Expectancy and Hedonic Motivation revealed a significant difference; all indicators such as Performance Expectancy, Hedonic Motivation, Habit, Interactivity, and Informativeness showed highly significant differences when grouped according to digital platforms frequently visited.

The marketing innovative plan is the output of the study. It pertains to the key result areas (KRAs) that serve as the plan's objectives. Strategies were also implored and provided based on the indicators which received the least responses from the respondents. It was ensured that all the procedures were specific, measurable, attainable, realistic, and time-bound (SMART). Also, persons involved were identified to give a clear view of who will be in charge of the strategies. The researcher explored various studies to come up with an innovative marketing plan. Therefore, it is concluded that hotel managers, employees, and staff adopt this plan to enhance the adoption of

digital marketing of their guests towards increased customer purchase intentions of hotel-related products and services.

5. Recommendations

Local governments in Camarines Sur should monitor DOT accredited hotels' digital marketing. In addition, they must ensure that their hotel-related marketing do not promote internet abuses like cyberbullying. They must also protect both hotel personnel and guests in accordance with the Data Privacy Act of 2012. So they should be the umbrella body to protect travelers, hotel personnel, and other stakeholders when buying hotel-related items and services online.

Based on the study's findings, hoteliers could strengthen their digital marketing efforts in terms of Active Control and Synchronicity. They will be able to respect and comprehend guests who use digital marketing if they fully know the significance of these variables. The report also suggests improving the digital marketing platform utilized by hotels to target different market segments. It is also suggested that they enhance their digital marketing platform through mobile access.

The Department of Tourism (DOT) may craft and reinforce digital marketing policies that LGU, hotel organizations, guests, and other stakeholders should adhere to. They should be able to identify content strategies that can be suggested to hotel organizations. Furthermore, it is recommended that they research the sensible content flow for which the audience, tourists, and guests will be receiving. Additionally, the researcher also suggests that they create their digital marketing website or platform to endorse the digital marketing of these hotels. Through this, the digital marketing of hotels will acquire a massive audience.

Hoteliers should engage one or two IT experts. Hotel managers should also know how to use technology like cellphones and computers. They should also be familiar with digital hotel sales. They should evaluate their system's performance. Hiring competitive, relevant, and tech-savvy customer service employees to assist clients using the digital marketing platform is also advised.

Future research regarding the benefits of digital marketing should be explored. Also, a research-based website should be produced to ensure the viability of the digital marketing platform. Furthermore, research on the effectiveness of social media as a marketing tool can be conducted. Future researchers should place an impetus on distinguishing fake news and information from the digital marketing platforms of these hotels. Perhaps, they could also consider studying how to maintain hotel employee service orientation and service quality even in the new normal with digital marketing.

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