

# Research Trends and Emerging Themes in Hotel Marketing Management: A Systematic Literature Review Using Text Mining

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## Abstract

The tourism and hotel industry has experienced substantial transformation due to globalization, rapid technological advancement, evolving consumer expectations, and increasing market competition. These developments have reshaped the marketing environment, requiring hospitality organizations to adopt adaptive management strategies that align with changing customer preferences and competitive conditions. This review synthesizes scholarly literature published before 2020 to examine the evolution of marketing management within the hotel industry. The review discusses the influence of macro-environmental factors, including social, technological, economic, environmental, and political changes, together with micro-environmental elements such as customer behavior, service innovation, competitive positioning, and distribution channels. It further explores how strategic and operational marketing practices have evolved in response to digital communication, relationship marketing, customer experience management, and value creation. The findings indicate that successful hotel marketing depends on integrating customer-oriented strategies, technological capabilities, service quality enhancement, and sustainable competitive positioning. The review also identifies gaps in previous studies, particularly regarding the integration of emerging digital technologies and data-driven decision-making into traditional marketing frameworks. The synthesized evidence provides researchers with a comprehensive understanding of the progression of hotel marketing management while offering practical insights for hospitality managers seeking to improve organizational performance and long-term competitiveness in a dynamic business environment.

**Keywords:** Marketing Management; Marketing Management; Hotel Industry; Hospitality Marketing; Strategic Marketing; Service Marketing; Customer Relationship Management; Tourism Management; Customer Experience; Competitive Strategy.

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## INTRODUCTION

The hotel industry has undergone significant changes over the past few decades due to globalization, increasing competition, technological advancements, and continuous shifts in customer expectations. Before 2020, hospitality organizations faced growing pressure to differentiate their services, improve customer engagement, and develop effective marketing strategies to maintain market competitiveness [1-3]. Traditional marketing approaches focused mainly on promotional activities and service quality; however, evolving consumer behavior encouraged hotels to adopt more strategic, customer-centric, and relationship-oriented marketing practices.

Marketing management became an essential component of hotel operations as organizations recognized the importance of understanding customer needs, creating memorable experiences, and building long-term relationships. The expansion of digital platforms, online booking systems, social media networks, and electronic word-of-mouth (eWOM) transformed the way hotels communicated with customers and managed their brand reputation. These developments encouraged researchers to investigate new marketing approaches that combined technology, customer analytics, and service innovation [4].

Previous studies on hospitality marketing have examined various dimensions, including destination branding, customer

satisfaction, service quality, loyalty programs, digital marketing, and competitive positioning. However, the increasing volume of academic publications created the need for systematic approaches to identify major research themes, emerging trends, and knowledge gaps. Text mining and systematic literature review techniques provide valuable methods for analyzing large collections of academic studies and identifying patterns within hospitality marketing research [5-9].

This review aims to explore the development of marketing management research in the hotel industry through a systematic analysis of previous studies published before 2020. It highlights major research areas, theoretical developments, strategic approaches, and practical implications that have influenced hotel marketing practices over time.

## EVOLUTION OF MARKETING MANAGEMENT IN THE HOTEL INDUSTRY

Marketing management in the hotel sector has evolved from product-oriented strategies toward customer-focused and experience-driven approaches. During the earlier stages of hospitality development, hotels primarily concentrated on increasing occupancy rates through pricing strategies, advertising campaigns, and distribution expansion. However, increasing competition and market saturation encouraged organizations to move beyond transactional marketing toward relationship-building approaches [10].

Before 2020, customer relationship management (CRM) emerged as an important strategy for improving guest retention and enhancing profitability. Hotels began using customer databases, loyalty programs, and personalized communication methods to understand consumer preferences and provide customized services. Research indicated that maintaining long-term relationships with existing customers was often more cost-effective than continuously acquiring new guests [11].

Service quality also became a central element of hotel marketing management. Studies emphasized that customer perceptions of reliability, responsiveness, assurance, empathy, and tangible

service attributes significantly influenced satisfaction and loyalty. Hotels increasingly focused on improving service encounters because positive guest experiences contributed to favorable reviews, repeat visits, and stronger brand reputation [12-16].

The emergence of experience marketing further changed hospitality strategies. Researchers highlighted that modern travelers seek emotional, memorable, and personalized experiences rather than only functional accommodation services. Consequently, hotels started integrating experiential elements such as unique designs, cultural experiences, personalized services, and innovative hospitality concepts into their marketing strategies (Table 1).

## DIGITAL TRANSFORMATION AND EMERGING MARKETING STRATEGIES

Before 2020, digital technologies significantly influenced marketing management practices within the hotel industry. The rapid adoption of the internet changed traditional communication methods and provided hotels with new opportunities to interact directly with customers. Websites, online travel agencies (OTAs), social media platforms, and mobile applications became essential marketing channels for attracting and engaging travelers [17].

Social media marketing has become one of the most influential developments in hospitality marketing. Platforms that enabled customer interaction allowed hotels to promote services, communicate brand values, and monitor customer feedback. Online reviews and electronic word-of-mouth became powerful factors influencing customer decision-making, as travelers increasingly relied on peer opinions before selecting hotels [18,19].

Data-driven marketing also gained importance before 2020. Hotels began collecting and analyzing customer information to understand booking patterns, preferences, and purchasing behavior. This enabled organizations to implement personalized promotions, targeted advertising, and demand forecasting strategies. The use of customer analytics supported more effective marketing decisions and improved resource allocation.

**Table 1:** Evolution of Marketing Management Approaches in the Hotel Industry Before 2020.

| Period      | Dominant Marketing Approach    | Key Characteristics                                                                      | Impact on Hotel Industry                                    |
|-------------|--------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Before 1990 | Traditional Marketing Approach | Focus on advertising, sales promotion, pricing strategies, and occupancy improvement     | Increased market visibility and short-term bookings         |
| 1990–2000   | Relationship Marketing         | Emphasis on customer retention, loyalty programs, and service quality improvement        | Improved customer satisfaction and repeat visits            |
| 2000–2010   | Customer Experience Marketing  | Focus on personalized services, emotional engagement, and brand experience               | Enhanced customer loyalty and brand differentiation         |
| 2010–2015   | Digital Marketing Expansion    | Growth of websites, online booking platforms, social media, and electronic word-of-mouth | Increased online visibility and direct customer interaction |
| 2015–2020   | Data-Driven Marketing          | Use of analytics, customer insights, mobile technologies, and personalized promotions    | Improved decision-making and targeted marketing strategies  |

Mobile technology further enhanced hotel marketing by providing customers with convenient access to booking services, location-based offers, and personalized recommendations. The integration of digital tools helped hotels improve customer engagement throughout the entire travel journey, from initial information search to post-stay feedback.

Despite these advantages, studies before 2020 identified challenges associated with digital marketing, including privacy concerns, increasing dependence on third-party platforms, and the need for continuous technological adaptation (Figure 1) [20].

## STRATEGIC MARKETING APPROACHES AND CUSTOMER-CENTRIC PRACTICES

Strategic marketing management became a critical factor influencing hotel competitiveness before 2020. Researchers emphasized that successful hotels need to align marketing strategies with market conditions, customer expectations, and organizational capabilities. Strategic planning allowed hospitality organizations to identify target markets, develop competitive advantages, and strengthen brand positioning [21].



Market segmentation and positioning strategies were widely studied in hotel marketing research. Hotels increasingly focused on identifying specific customer groups based on demographic characteristics, travel motivations, purchasing behavior, and lifestyle preferences. Segmentation enabled organizations to design customized marketing campaigns and deliver services that matched customer expectations.

Brand management also gained considerable attention within hospitality research. A strong hotel brand was considered an important asset because it influenced customer trust, perceived quality, and loyalty. Studies suggested that effective branding required consistency in service delivery, communication, and customer experience across multiple touchpoints [22].

Sustainability marketing emerged as another important area before 2020. Growing environmental awareness encouraged hotels to incorporate green practices into their marketing strategies. Eco-friendly operations, energy conservation initiatives, and sustainable tourism practices were increasingly promoted as competitive advantages. Research indicated that environmentally responsible marketing could improve brand image and attract environmentally conscious travelers.

Furthermore, customer experience management became central to hospitality marketing strategies. Hotels focused on creating value through personalized interactions, emotional connections, and superior service delivery. Customer-centric approaches helped organizations increase satisfaction levels and develop stronger relationships with guests (Table 2) [23].

## RESEARCH TRENDS, CHALLENGES, AND FUTURE DIRECTIONS

The literature published before 2020 demonstrates that hotel marketing management research expanded across multiple themes, including digital transformation, customer relationship management, service innovation, branding, and sustainability. The application of advanced analytical methods, including text mining and bibliometric analysis, provided researchers with opportunities to understand knowledge development and

**Table 2:** Major Research Themes Identified in Hotel Marketing Management Literature.

| Research Theme                   | Major Concepts Studied                                      | Key Research Outcomes                               | Strategic Importance |
|----------------------------------|-------------------------------------------------------------|-----------------------------------------------------|----------------------|
| Digital Marketing                | Social media, online reviews, websites, mobile applications | Improved customer engagement and communication      | High                 |
| Customer Relationship Management | Loyalty programs, personalization, customer retention       | Increased customer satisfaction and repeat business | High                 |
| Service Quality Management       | Reliability, responsiveness, service experience             | Improved customer perceptions and loyalty           | High                 |
| Brand Management                 | Brand image, reputation, positioning                        | Strengthened competitive advantage                  | Medium–High          |
| Sustainable Marketing            | Green practices, environmental responsibility               | Improved corporate image and customer trust         | Medium               |
| Data Analytics                   | Customer data, forecasting, personalization                 | Supported evidence-based marketing decisions        | Emerging             |

identify emerging areas within hospitality marketing.

One significant research trend was the increasing importance of technology-enabled marketing. Studies predicted that artificial intelligence, big data analytics, automation, and smart hospitality systems would continue transforming hotel marketing practices. Although these technologies were developing before 2020, researchers highlighted the need for further investigation into their impact on customer relationships and operational efficiency.

Another important area was the changing role of customers in marketing processes. The growth of online reviews and social media transformed customers from passive service recipients into active contributors to brand communication. Future research directions emphasized understanding customer-generated content, online reputation management, and digital engagement strategies [24-27].

However, previous studies also identified several challenges. Many hotels, particularly small and medium-sized enterprises, faced difficulties in adopting advanced technologies due to financial limitations and lack of expertise. Additionally, maintaining personalized services while protecting customer privacy remains a major concern.

The literature published before 2020 indicates that effective hotel marketing management requires a combination of strategic planning, technological adaptation, customer orientation, and sustainable practices. Future studies should continue exploring integrated marketing frameworks that combine traditional hospitality principles with emerging digital capabilities (Figure 2).

# CONCLUSION

This systematic literature review demonstrates that hotel marketing management has progressively shifted from traditional promotional approaches toward customer-centered, technology-enabled, and experience-oriented strategies. The literature indicates that digital marketing, social media, online reviews, customer relationship management, service quality, brand management, and sustainable marketing have become important areas of hotel marketing research. Customer experience and engagement increasingly influence satisfaction, loyalty, electronic word-of-mouth, and hotel performance, while digital platforms provide opportunities for personalized communication and data-driven decision-making. Text mining and systematic literature review methods further support the identification of major research themes and emerging relationships across literature. However, challenges remain regarding technology adoption, data privacy, resource limitations, and the effective integration of digital tools with established hospitality practices. Future research should therefore examine integrated marketing frameworks that combine customer insights, digital technologies, service innovation, brand development, and sustainability. Such approaches can strengthen theoretical understanding and provide practical guidance for hotels operating in increasingly competitive and dynamic markets.

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**Figure 2** Distribution of Major Research Areas in Hotel Marketing Literature Before 2020.

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