

## Application of Artificial Intelligence in the Advertisement at Country Inn Bhiwadi

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**ABSTRACT.** Artificial intelligence has been increasingly influencing the hospitality management system for one reason to carry out customarily human functions during operations. This interprets that hotel owners can save momentous money, remove human error and deliver superior service.

For any industry, customer service is vital, and it is the same for the hotel and travel industries. With artificial intelligence, the possibilities for improving this aspect are almost endless, ranging from increased personalization to tailored recommendations.

This survey was conducted among the citizens of India voluntarily. The questionnaire (google form) titled "A study on the Role of Artificial Intelligence In Advertisement of Country Inn Bhiwadi" was circulated through Mail and WhatsApp messages. This survey got 70 responses. The Opinion and views of those who participated in the survey were collected from this survey and accumulated in various charts.

This study is one of the early attempts to investigate the full spectrum of AI in the hotel industry while detailing how its adoption could be effectuated, as inferred by Nam, K., Dutt, C.S., Chathoth, P. et al. (2020)

This survey shows that most of the respondents are youth of this country willing to use Artificial Intelligence and have been to Country Inn property. They agreed to share their details online. They have also seen hotels' advertisements on social media showing privacy breaches because of Artificial Intelligence.

**Keywords:** Artificial Intelligence, Hospitality, personalization, Advertisement

### 1 INTRODUCTION

Over the most recent couple of years, it has been noticed progressive change has produced various advance-ments and disturbances in the movement business. Computerized and information-driven innovations have helped the friendliness and travel area to rethink client experience. By and by, portable innovations have become the dominant focal point as pre-buy conduct among purchasers. It is overwhelmed by various choices

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through PDAs and mobile applications. Numerous Hospitality Industries utilize an AI-based framework, another innovation that improves client encounters. So AI-based framework uses numerous applications, such as chatbots, AI, and auto registration. Artificial intelligence encourages advancement to create and help businesses shortly radically. "The framework gains from current communications with lodging visitors and the heaps of logs and records of past collaborations with visitors." Artificial intelligence's anticipated system might be a wise structure that gets it to utilize trademark language and AI to adapt keenness which will interminably re-consider the nature of its replications. The system learns between the current instinct with housing guests and the mountains of logs and records of past cleverness with guests. Voice-established expressed systems and content anticipated individual associates could tie down the ability to secure in crucial conversations and with guests in manners that darken the line between human discernment and machine calculation. By and by day, produced perspicacity has appeared to shorten the focus on human assistance with answering inquiries with speedy internal and outside replication at their high-level fingertips and setting scrapes that generally arise a guest remain. At this point, a couple of driving housing packs are completed AI-engaged lodging for answering guest requests by satisfied or voice and have limited calls to the human attendant workspace by 30% or more. Involving advanced innovations for client-confronting processes can assist with delivering a gigantic measure of data for movement organizations. Clients make information on numerous touch focuses through authentic online hunts, past appointments of inns and flights, audits, references, and so forth, and the nitty-gritty is the experiences. Given such a flood from the volume of information from so many stages, brands can sometimes observe it threatening to sort out this data and apply it gainfully. Notwithstanding, this is where coordinating information science and investigation can offer a gigantic brand profit.

AI advertising uses artificial intelligence technologies to make automatic selections primarily based on information collection, facts analysis, and additional observations of audience or financial traits that could affect advertising efforts. AI is frequently used in advertising and marketing efforts wherein pace is critical. AI tools use data and client profiles to discover ways to speak nicely with customers, then serve them tailor-made messages at the right time without advertising team contributors' intervention, ensuring maximum performance. For many marketers nowadays, AI is used to enhance marketing teams or perform extra tactical tasks requiring much less human nuance.

- AI advertising and marketing use cases encompass:
- Information Evaluation
- Natural language processing
- Media Buying
- Automated Decision Making
- Content Material Generation
- Real-time Personalization

### **1.1 Components of AI in Marketing**

Artificial intelligence holds an important position in supporting marketers to connect to clients. The subsequent additives of AI advertising and marketing make up today's leading solutions which are assisting in bridging the distance between the expansive amounts of client facts being accrued and the actionable next steps that can be applied to future campaigns.

### **1.2 Machine Learning**

Device-gaining knowledge is driven via artificial intelligence, including pc algorithms that may examine the information and enhance it robotically through experience. Gadgets that leverage system learning analyzes new statistics in the context of applicable historical statistics that could inform choices based on what has or hasn't been labored within the beyond.

### **1.3 Big Dta and Analytics**

The emergence of digital media has introduced an influx of extensive records, which has provided possibilities for marketers to recognize their efforts and correctly characterize prices across channels. This has also brought about the over-saturation of facts, as many entrepreneurs battle to decide which record sets are worth accumulating.

### **1.4 AI Platform Answers**

Practical AI-powered answers offer entrepreneurs a crucial platform for coping with the expansive amounts of information being collected. These structures can potentially derive insightful marketing intelligence into your audience so that you can make records-driven selections approximately the way to high-quality attain them. For example, frameworks such as Bayesian studying and forgetting can assist entrepreneurs in benefiting from more precise information on practices receptive a client is to a selected advertising effort.

### **1.5 Demanding Situations for AI Advertising**

Current marketing is based on an in-depth understanding of client wishes and possibilities and then the capability to behave on that understanding fast and efficiently. The ability to make real-time, records-driven decisions has brought AI to the forefront for advertising stakeholders. But advertising and marketing teams have to be discerning when finding a way to integrate AI into their campaigns and operations. The development and use of AI gear are nonetheless in the early stages. Therefore, there are a few challenges to be aware of while enforcing AI in advertising.

### **1.6 Training Time and Information excellent**

AI tools do not now robotically know which moves to take to reap advertising and marketing desires. They require time and schooling to research organizational dreams, consumer alternatives, and historical trends, recognize average context and set up understanding. Not simplest does this require time, but it also calls for high-quality data assurances. If the AI equipment isn't educated with excessive excellent facts that are correct, well-timed, and representative, the tool will make less than top-quality decisions that do not replicate patron dreams, thereby decreasing the price of the device.

### **1.7 Privacy**

Purchasers and regulating bodies are cracking down on how businesses use their information. Marketing teams need to make sure they may use purchaser facts ethically and in compliance with standards which include GDPR, or threaten heavy penalties and popularity damage. That is a venture in which AI is worried. Until the equipment is specifically programmed to look at unique felony hints, they will overstep what is considered appropriate in terms of using patron data for customization.

### **1.8 Getting buy-In**

It is hard for advertising and marketing groups to illustrate the fee of AI investments to business stakeholders. At the same time, KPIs such as ROI and performance are effortlessly quantifiable, displaying how AI has stepped forward consumer revel in or brand reputation is much less apparent. With this in mind, marketing groups need to make sure they have the dimension talents to attribute these qualitative profits to AI investments.

### **1.9 How to Use AI in Marketing**

It's critical to start with an intensive plan when leveraging AI in advertising and marketing campaigns and operations. This could make certain marketing groups minimize expensive, demanding situations and acquire the maximum fee from their AI investment in the least amount of time. Before enforcing an AI tool for advertising campaigns.

### **1.10 Set up Goals**

As with every advertising and marketing program, it's essential that clean dreams and advertising and marketing analytics are mounted from the outset. Begin by figuring out areas inside campaigns or operations that AI ought to stand to improve, together with segmentation. The AI-augmented marketing campaign has been – that is specifically essential for qualitative dreams together with "improve purchaser revel in."

### **1.11 Data Privacy Standards**

At the outset of your AI application, be sure that your AI platform will now not move the line of suited facts used in the name of personalization. Specific privacy requirements are installed and programmed into structures to preserve compliance and client consideration.

### **1.12 Data Quantity and Sources**

To start with AI advertising, entrepreneurs need to have a sizable quantity of statistics at their disposal. That is what will train the AI tool in patron options, outside tendencies, and other factors to impact the fulfillment of AI-enabled campaigns. These records may be taken from the company's CRM, advertising campaigns, and website records. In addition, marketers may additionally supplement this with second and 0.33-party statistics. This may encompass regional statistics, climate facts, and external factors that can contribute to buying decisions.

### **1.13 Gather Data Science Skills**

Many advertising groups lack personnel with the essential facts, technological know-how, and AI know-how, making it hard to paint with sizable quantities of records and deliver insights. To get packages off the floor, groups need to work with third-birthday party corporations, which can assist with the series and analysis of records to educate AI programs and facilitate ongoing preservation.

### **1.14 Maintain high-quality data**

The program will teach how to make correct, decisive decisions as the system learn packages to eat more excellent information. But if the facts are not standardized and freed from errors, the insights will now not be helpful.

### **1.15 Examples of Artificial Intelligence in marketing**

AI is used in marketing projects in many use instances across an extensive array of industries, including financial services, government, leisure, healthcare, retail, and more. Each use case offers exceptional consequences, from upgrades to campaign performance to better purchaser enjoyment or more efficiency in advertising operations.

Primary data was collected through the property.

### **1.16 The primary source of promoting and advertising CountryInns' property**

Mostly it is done by its parent company Radisson Hotel Group on its online site. Some more ways of advertising the property are:

— Promotions in magazines and Newspapers.

- Calling loyal customers and telling them about the new offers.
- Texting and Mailing the customers about the exciting offers.

### 1.17 Social Media Advertisements at Country Inn Bhiwandi

Customers utilize web-based media to understand surveys and request convenience suggestions when making arrangements about their movement objections, so lodgings need to focus on online media. You should show up for yourself and have your inn web-based media advertising running.

Online media organizations can assist you with getting the message out about your inn. You can perceive your potential clients who you are by what you post. You can make and show photographs, recordings, and other sub-stances that recognize your image.

**Make connections.** You can interface with your ideal interest group by conveying a fitting substance. Individuals might see that you are like them and might be more disposed to book your lodging.

**Arrive at new clients.** As indicated by studies, 82% of customers trust organizations that are via online media. Web-based media networks have billions of clients, so you observe individuals who fit your ideal interest group socioeconomics. There are many expected leads, and you can set up advertisements targeting sexual orientations, ages, and areas to get new and faithful clients.

**Get immediate appointments.** A decade prior, individuals, for the most part, depended on travel services to find and book facilities. Today, explorers are totally autonomous and very much informed in picking lodging. Assuming you associate with expected clients, they are bound to book straightforwardly. You can utilize web-based media to illuminate your adherents about any arrangements and help them to remember the advantages of direct appointments.

**Give esteem.** It's essential to consider web-based media stages as limited-time apparatuses for lodging and spots to give client care. You can do it by answering remarks continuously. They anticipate the reaction when somebody references your image with a tag in online media. Considering any regrettable audits or concerns, you can go to specific lengths to keep the discussion from turning negative. Moreover, it would help if you zeroed in on featuring excellent encounters and visitor stories since they can, at last, assist with driving income.

## 2 Social Media Platforms for Hotels Advertisements

As you see, web-based media promoting lodgings has a lot of advantages. With the correct methodology, all web-based media stages can open the booking capability of your place by furnishing clients with the motivation to travel. However, it's memorable that each online media network is marginally unique and can fill various needs. Regarding dynamic clients, Facebook, Twitter, and Instagram overwhelm, so hoteliers should have these stages as a component of their online media showcasing methodologies.

## 2.1 Facebook Marketing

42% of Facebook clients make a more significant number of posts about movement than about other occasions in their lives. Presently Facebook has multiple billion month-to-month dynamic clients. That is why it should be a significant piece of your lodging's internet-promoting endeavors. It would help if you utilized this stage to discuss straightforwardly with your current and future clients and advance your image all the more real. Here are a few hints on the most proficient method to utilize your lodging's Facebook page to get new visitors and reconnect the previous ones.

While making your Facebook page, you ought to pick a fantastic cover photograph, given things that make your lodging one of a kind.

The stage permits organizations to add additional tabs so you can cross-reference other web-based media channels and sites.

You should add various tabs to your profile menu: offers, rooms, maps, Facebook inn booking, Instagram channel, TripAdvisor's surveys, and so on to assist your expected clients with getting to know your deal.

Here you can post an assortment of content and appeal to any crowd. You can add recordings, do surveys, run paid promotion crusades, and hold challenges, and the sky's the limit from there.

Post a ton of photographs of your location to assist visitors with getting what sort of getaway they will have. While posting content on Facebook, pick intriguing and newsworthy themes. Be inventive with your Facebook post thoughts.

Make it a point to make presents about entertaining things to make individuals chuckle and make a discussion. Welcome individuals to impart their insights in remarks since remarks regularly create more grounded traffic than likes.

## 2.2 Instagram Marketing

As indicated by insights, 76% of travelers post photographs of their excursions, so Instagram has extraordinary potential as a promoting instrument for the lodging business. Instagram is an ideal stage to show what you offer by posting lovely photographs of your lodgings, food, administrations, offices, nearby attractions, and traveler objections. This interpersonal organization depends on the visual substance, so it's critical to post wonderful top-notch pictures that excite voyagers about remaining in your inn and investing energy nearby.

Remember that personalization is a pattern today. You can add a human touch to your promoting efforts by introducing the behind-the-stage and posting photographs of individuals that run your lodging - supervisors, culinary specialists, and different representatives. Thus, you can construct more private relations with your visitors.

Also, Instagram is an ideal spot to grandstand client-created content. It would help if you urged your visitors to post photographs and offer their accounts with a committed hashtag. Hashtags are vital because they assist people in observing points they are keen on and make it simple to peruse the stage and track down motivation. It would help if you explored the most famous

Use hashtags pertinent to the pictures you are presenting and use them to draw in a rush hour gridlock stream.

You should post habitually and do it every time to show up in individuals' feeds so your potential clients can get comfortable with your image. Smart is to make an Instagram space inside your inn that is intended for taking selfies. Remember to make related hashtags for that space. Instagram clients frequently choose locations to reproduce wonderful pictures and lavish encounters they find at this stage. That is why you should consider connecting Instagram forces to be reckoned with who will go about as your image diplomats.

### **2.3 Twitter Marketing**

Twitter is an extraordinary web-based media channel for client commitment and an incredible spot for exhibiting client-created content. You can utilize Twitter to illuminate visitors about current events and connect with them during their visit. Numerous inns use Twitter to direct client support by answering visitors' questions. Here are a few hints on the most proficient method to become the number of your inn's devotees on Twitter.

Be dynamic and answer each tweet and retweet of your substance. Connect with your supporters in discussions and join discussions made by different clients to tell individuals about your image.

Be educational and share data that offer incentives to your adherents: Tweet lodging news, your special offers, and intriguing nearby stories.

Keep your visitors included. You can request that your visitors furnish you with data about their Twitter records and proposition them with exceptional limits. You can likewise request that your clients consent to take their photos. You can utilize Twitter to offer your clients arrangements and welcome them to extraordinary occasions.

### **2.4 LinkedIn Marketing**

LinkedIn is an extraordinary web-based media channel for client commitment and an incredible spot for exhibiting client-created content. Hotels post vacancies in the property, and it can reach more and more people who are connected.

## **3 How Artificial Intelligence is being used in Country Inn Bhiwandi**

Artificial Intelligence assumes an undeniably significant part in the neighborliness of the executives, essentially because of its capacity to do customarily human capacities whenever of the day. This possibly implies that Hotel proprietors can set aside critical cash, reduce human mistakes and convey predominant help. Specifically, client assistance is an essential piece of the movement business, with Hotels frequently living and passing on in light of how they treat their clients. With artificial reasoning, the oppor-



tunities for further developing this viewpoint are practically perpetual, going from expanded personalization to custom-made proposals. One of the critical client care difficulties for lodgings is answering client questions rapidly, and computerized reasoning presently gives an extra choice to handling this issue. Additionally, it can help with undertakings like information examination and, through information assortment, can successfully "learn" and adjust to client associations.

### **3.1 In-Person Customer Service**

An illustration of AI in the accommodation business is using AI to convey face-to-face client assistance. We are, as of now, seeing the advancement of robots with artificial consciousness, and the potential for this innovation to develop is gigantic. As of now, it can manage essential client-confronting circumstances.

The best illustration of this up to this point has been an AI robot called 'Connie,' taken on by Hilton. The robot can give vacationer data to clients who associate with it. Most astonishingly, it can gain from human discourse and adjust to people. Eventually, this implies the more clients address it, the better it will get.

Model: Meet Connie, Hilton Hotels' First Robot Concierge

### **3.2 Chatbots and Messaging**

Maybe the most straightforward way artificial reasoning can be sent by those inside the neighborliness area is for forward-looking client assistance. Specifically, the innovation has been demonstrated to be incredibly successful with regard to coordinating in-forming and online visit administrations and answering basic inquiries or solicitations.

For instance, AI chatbots have been used via virtual entertainment stages, permitting clients to seek clarification on pressing issues and get practically prompt reactions 24 hours per day, seven days per week. This is significant to lodgings since it gives the sort of reaction times that are remarkably difficult to keep up with human-to-human collaboration.

Model: Sam, an intelligent travel chatbot!

### **3.3 Information Analysis**

Information examination is another way AI is used inside the lodging business away from unadulterated client care. In this limit, the innovation can be utilized to rapidly figure out a lot of information and reach significant determinations about clients or likely clients.

An illustration of this has been seen with the Dorchester Collection in the network, which has utilized the Metis AI stage. By using this innovation, the organization has had the option to figure out information gathered through overviews, online surveys, and so forth. The AI has had the opportunity to examine this to determine, generally speaking, execution.

#### **4 How is ARTIFICIAL INTELLIGENCE utilized in the HOTEL other than Country Inn Bhiwandi?**

AI is utilized in the lodging business for income, the board, visitor experience, and the computerization of day-to-day activities. To involve AI in inns, chiefs should consider where their speculation will have the best effect in light of their accessible financial plan, visitor criticism, and plans for future development as new advances are coming to the market consistently. Inspire coordination to the Hotel Marketing in Uncertain Times digital book.

##### **4.1 Offer AI attendants**

Inns, for example, the Radisson Blu Edwardian in London and Manchester utilize computerized reasoning attendants to look at visitors in or request room administration and answer questions every minute of every day. The most outstanding aspect? Visitors can message Edward (their attendant) right from their telephones. Consider chatbots for your inn, assuming you want to make reliable visitor encounters and save time for front work area staff to offer the ideal support for truly present visitors. Develop your gathering business with the correct apparatuses.

##### **4.2 Change to hyperdynamic estimating**

Hyperdynamic estimating permits booking motors to consequently look through online entertainment, past client information, and, surprisingly, world news to show rates that boost acquiring potential. For instance, assuming there is a vast gathering topping off lodgings close by, the misleadingly wise programming will immediately change costs to mirror the expansion popular. Avionics industry master and travel specialist Matthew Klint, who noticed that this product is now very standard among aircraft, says, "not too far off are frameworks that can translate supposed 'unstructured information' that incorporates filtering inn audits for shopper feeling or pinpointing seat tasks, or specific lodgings were given Instagram photographs." This innovation will get endlessly better over the long run, so watch out for it.

##### **4.3 Foresee utilities use**

Further, develop the executives and assist with saving the climate with energy, water, and waste-checking instruments. Inns, for example, Hilton have involved them for ten years without any indication of returning. As indicated by the new festival of their maintainability and social effect endeavors: "Hilton properties have decreased fossil fuel by-products comparable to eliminating 390,350 vehicles from the street ... while saving more than \$1 billion in utility expenses," all through their restrictive light Stay program. As such, brands that create or take on programs like this can hope to receive reserve funds and supportability benefits from the long haul.

#### **4.4 Take on a bunch of booking programming**

C-vent Passkey for Hoteliers utilizes savvy innovation to boost the business capability of an existing business, further develop the booking experience, and flawlessly sort out entirely related offices. Portola Hotel and Spa Revenue Manager Colette Barss says, "since empowering Passkey ARI, we have seen critical room income development with our visitors broadening their visits. Organizers like having the option to keep joins open longer, and visitors like the simplicity of booking."

Every one of the accessible devices amounts to making a solid booking motor simultaneously; toward the day's end, everything upholds a similar objective. As Barss says, "It's basic - we need to finish up blocks." To do that, hoteliers need a gathering booking program that assists them with working better and more astutely.

#### **4.5 Make surveys significant**

Help to know your clients through the criticism they leave on significant lodging surveys destinations like Yelp and TripAdvisor. Yet, rather than continuously going through the interaction physically, utilize a keen instrument to do it for you. AI (a subset of AI) makes it simple to gather, store, and examine information across an assortment of online sources. To this end, lavish lodging brand Dorchester Collections utilizes it to customize visitor encounters from booking to feasting. In one example, they had the option to recognize "that visitors were undeniably more inspired by breakfast than supper as a dinner, to which lodgings will generally zero in their ventures on to separate themselves by offering a high-end food encounter." The outcome? A refreshed breakfast menu that visitors could customize themselves.

"It ended up (the AI programming) was correct," says Dorchester Collection's Ana Brant. "Dorchester kitchens detailed that close to 80 and 90% of breakfast orders are altered. So today, when you plunk down to breakfast at the Beverly Hills Hotel (which has 1,019 surveys on TripAdvisor, 298 on Booking.com, 235 on Yelp, and 294 on Expedia), a server comes dependent upon you and asks what you need - they have everything. No menu."

#### **4.6 Use chatbot interpreters**

Chatbot interpreters can rapidly recognize dialects utilized by site guests in light of their area. They can likewise decipher scripts on the fly and oversee synchronous visitor requests from everywhere worldwide. For example, Bebot, Instruments go above and beyond and improve visitor experience through mechanized visitor audit assortment, on-location café remodels, and booking affirmations. Albeit the friendliness business is no more unusual to chatbots, their significance will keep expanding. As The New York Times reports, a chatbot "offers explorers refreshed data about Covid flare-ups, insights and side effects." Thanks to AI, visitors will progressively see chatbots as movement associates instead of hindrances among them and live agents.

#### **4.7 Highlight savvy occasion charting**

Artificial brainpower for inns comes in various structures. "Amazing" occasion organizers with items like Cvent Event Diagramming - a natural apparatus used to make 3D charts of occasion spaces.

Template designs from previous occasions, have virtual walkthroughs and work together with different groups immediately across the board place.

#### **4.8 Have robots register visitors**

Hilton and IBM collaborated to make Connie (named after Conrad Hilton) the first in-person client assistance robot for lodgings.

The AI model can gain from visitors and adjust over the long haul while addressing questions, satisfying straightforward booking undertakings, and working on its discourse after some time.

"We're centered on rethinking the whole travel insight to make it more brilliant, simpler, and more pleasant for visitors," said Hilton's Jonathan Wilson. "We're wowing' our visitors in the most flighty ways by taking advantage of creative accomplices like IBM Watson (the AI programming fueling the robot)." Try not to stress over supplanting your human front work area staff - apparatuses like Connie are intended to keep lengthy lines from shaping in halls, make paramount encounters, and assist groups with performing better.

#### **4.9 Make employing more brilliant**

Neighborliness selection representatives are utilizing AI to enlist lodging workers in manners that go past the obsolete resume model.

Utilizing character profiles of existing colleagues and gamification-based tests, IHG, and other top inn brands have selected many representatives.

### **5 Data collection**

This survey was conducted among the citizens of India voluntarily. The questionnaire (google form).

The same title, "A study on the Role of Artificial Intelligence In Advertisement of Country Inn Bhiwandi," was circulated through Mail and WhatsApp messages. This survey got 70 responses.

The Opinion and views of those who participated in the survey were collected from this survey and accumulated in various charts.

The data collected from this survey are presented, studied, and analyzed for this research project.

## 6 Findings

- The survey was responded to by 72.4 % of 20-30 years old.
- Among the respondents, 77.6% book Hotels online.
- 73.7% of respondents book hotels for Vacation purposes only.
- 34.2% of respondents use Google to book hotels.
- 30% of respondents give their details on the site.
- 52.6 % of respondents know that these details are shared with third-party companies.
- After giving the details to these sites, 60.5% find advertisements of related companies on non-ad-free platforms.
- 34.2% of respondents see Advertisements on social media related to hotels.
- 36.8% of the respondents find advertisements more attractive due to offers.
- 35.5% of the respondents are satisfied with the originality of the Hotels to what was shown on social media.
- 51% of the respondents have been to the Country Inn property.
- 55% of the respondents tag the properties on social media when they visit.
- 28% of the respondents would like to showcase their portfolios through AI.
- 61% of the respondents will use AI to advertise their hotel if they become GM of any property

## 7 Conclusion

- This survey shows that most of the respondents are youth of this country willing to use Artificial Intelligence. A good number of people have been to the Country Inn property.
- A considerable number of respondents share their details online. Most of the respondents get attracted to these Advertisements due to the offers shown to them on social platforms.
- Most respondents have seen hotels' advertisements on social media showing privacy breaches because of Artificial Intelligence.

## 8 Limitations

- People don't trust Artificial intelligence as much as they trust old methods of advertisements like billboards and publications in newspapers etc., because of their privacy concerns.
- Covid-19 was a considerable hindrance, as the on-site survey was difficult
- The hotel was unwilling to share all the details with us as they were concerned about their security.

## 9 Recommendation for further research

As technology is getting more advanced daily, what are all the ways any hotel may advertise itself in the coming days? For example, Reddit is a social platform that is gaining popularity day by day. The survey has much more scope of research that can be done if other hotels are included.

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