

## **The role of digital platforms in supporting hotel marketing activity**

### **A case study of the Marriott Hotel in Algeria**

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#### **The abstract**

This study aimed to understand the role of digital platforms in hotel marketing activities, it identified the concept of digital platforms and their characteristics, studied the reality of hotel marketing, and examined their concepts, and key elements It highlighted the relationship between them by examining some digital platforms around the world. Finally, a case study was conducted on the Marriott Hotel in Algiers as an effective example to demonstrate the importance of digital platforms in hotel marketing. To achieve the desired objectives, a descriptive analytical approach was used in the applied aspect, which was directed at the target sample of the hotel under study. The sample size was 240, subject to analysis, after the validity of the tool was established, various data were processed using the statistical program (Spss v26).

**Keywords:** Digital platforms, hotel marketing, hotel establishment.

#### **Introduction:**

The world has witnessed a major technological revolution from the last century to the present day, impacting the course of humankind and transforming it in all fields, especially in the digital sphere. Technological developments have begun to impact the tourism sector, including hotel establishments, where competition has reached its peak, particularly those that utilize digital methods to achieve a competitive advantage, sustain themselves, and remain in the market.

Digital platforms have emerged, encompassing numerous features that have made them pioneers in the marketing field. They are often considered an important means for tourism and hotel establishments to communicate with their customers, identify their desires, and understand their behavior. However, traditional and modern hotel marketing tools are often combined.

However, hotel marketing presents many challenges that compel it to meet customer desires using modern and innovative methods and means, such as the digital platforms used in hotels, which have achieved significant progress. As a result, the focus has been on the technological field, including the use of digital platforms and their various dimensions in this sector, given their effective role and significant impact in supporting hotel marketing activity. Through this introduction, and in order to delve deeper into this topic, the study problem crystallized into the following main question:

□ **To what extent do digital platforms influence hotel marketing activity in the hotel under study, and to what extent do they impact customers?**

To answer the main question, several sub-questions were posed, as follows:

-Is there a statistical relationship between the dimensions of digital platforms in supporting hotel marketing activity?

-Is there a technical level for digital platforms in the hotel establishment under study?

-What is the importance of the cultural dimension in customer interaction with hotel digital platforms?

-Is there a statistical degree of correlation between the digital platform during the communication process between the hotel establishment under study and the customer?

-What is the level of awareness of digital platforms regarding the economic aspects of the hotel establishment and the customer?

-How clear is the legal framework for the hotel's digital platform that governs its use?

To answer the study problem, a set of hypotheses was selected, represented by the following:

**Theoretical Hypothesis: There is a high statistical relationship between the dimensions of digital platforms in supporting hotel marketing activation.**

Hypothesis 1: There is a high level of technical awareness of digital platforms, which plays a significant role in supporting hotel marketing activities.

Hypothesis 2: There is great importance given to designing customized digital experiences that are sensitive to the customer's local cultural identity.

Hypothesis 3: There is a high statistical relationship between the social dimension of digital platforms and the customer.

Hypothesis 4: There is a high level of awareness of the impact of digital platforms on economic aspects.

Hypothesis 5: There is near-total agreement on the clarity of the legal framework governing the use of the platform.

## **First: Digital Platforms and Hotel Marketing**

### **1. What are Digital Platforms?**

#### **1.1 Definition of Digital Platforms**

Digital platforms are "a set of subsystems and interfaces that form a common structure from which a range of derivative products can be produced and developed efficiently. A specific product may have applications that can be integrated into a platform (building blocks) whose functionality is determined by multiple users." (Asmaa Nouri and Muhammad Abboud, 2021)

#### **1.2 The Emergence and Development of Digital Platforms**

In the last century, digital platforms were very few and unavailable as they are now due to the lack of sufficient technological development for their wider spread. With the beginning of the twenty-first century, there has been a clear technological development in all fields. This is evident in the tourism sector, especially among companies and individuals, as they recognize the importance of digital platforms and exploit them to bring them closer together. This is evident in shopping centers and newspapers. What has changed in the twenty-first century is that information technology has significantly reduced the need to own physical infrastructure and assets. It has also greatly facilitated the creation of digital platforms that are cheaper, more widespread, and less costly. This enables smooth and seamless participation, strengthens networking, and enhances the ability to analyze, share, and exchange information and data, which increases the value of the platform for all parties. (Saif Al-Suwaidi, 2020, p. 17)

#### **1.3 Types of Digital Platforms**

- Development Platforms (or Creative Platforms): As their name suggests, they allow their users to be creative and produce entirely new products, such as new and advanced applications and websites.

- Transactional Platforms: These include several types of platforms, including product marketplaces, e-commerce platforms, and financial transaction platforms.

- Cash Payment Platforms: Payment Platforms are electronic platforms that use an intermediary or third party on e-commerce websites and platforms to securely collect money from customers and send it to the merchant's bank account.

- Communication Platforms: Communication platforms are a means of connecting people. They are characterized by several advantages, such as exchanging information and ideas and communicating for various purposes. They are used by ordinary individuals or business owners in their work.
- Social Networking Platforms: These are virtual spaces encompassing all network software and services that enable users to meet online, engage in dialogue, discuss, communicate, and participate in a form of social interaction.

- Investment Platforms: These platforms connect investors (individuals or companies) in various fields within what is known as the sharing economy.

## 2. What is Hotel Marketing

### 2.1 Definition of Hotel Marketing

Hotel marketing is defined as "the efforts made by hotel establishments to identify and influence domestic and foreign tourism markets with the aim of increasing hotel traffic and hotel occupancy rates." (Sabry Abdel Samee, 2006, p. 292)

### 2.2 The Hotel Marketing Mix

The following are the elements of the hotel marketing mix in brief:

- Product (hotel and tourism service): The product is the primary variable in the marketing mix. P. Kotler believes that a product is "everything that can be offered in the market for the purpose of satisfying needs." (P. Kotler and B. Dubois, 1978, p. 27)

- Pricing: Price is "the monetary value that must be paid to obtain products and services that meet the needs and desires of consumers located in a specific area." (Abdel Salam Qahf, p. 428)

- Promotion: Promotion is defined as: "The coordination of the seller's efforts to establish information outlets and facilitate the sale of goods or services." (Bashir Boudia, Tariq Qandour, 2016, p. 121)

- Distribution: Distribution is considered one of the seven most important elements of the hotel marketing mix, given its significant role in the distribution and sale of hotel products and the involuntary movement of customers or tourists to the hotel establishment to purchase the service or product for consumption.

- Audience (People): The audience includes the employees and workers who work at the hotel and implement the elements of the marketing mix with customers, either directly or indirectly, in addition to the hotel management.

- Physical Environment (Physical Evidence): This means everything that is material, visible to the naked eye, and tangible that reflects the hotel's good image and attractive appearance.

- Operations (Procedures): (Jay Kakanda Mambuli et al., 2007, p. 132) Operations refer to the various actions, behaviors, and techniques that occur during interaction and communication between the service provider and the recipient, starting from the front office until the customer enters the room.

## Second: Field Study

**1.Study Community:** The study community consists of a group of employees and workers at Marriott Hotels in Algeria. The study sample was selected to answer the questionnaire questions. This hotel establishment was chosen due to its hotel tourism activity, which aligns with the nature of the study topic.

## 2. Presentation and Discussion of Study Results

**2.1 Presentation of Study Results:** The sample's perspective on the role of digital platforms will be addressed, as well as the study's hypotheses will be tested as follows:

- Presentation of Study Results Related to the First Axis: The following presentation will answer the first question related to the level of the role of digital platforms from the study sample's perspective by calculating both the arithmetic mean and the standard deviation as follows:

**Table No. (01): Arrangement of digital platform phrases according to the responses of the study sample's vocabulary**

| Phrase order | Level of approval | degree of phrase | standard deviation | arithmetic mean | phrase                    |
|--------------|-------------------|------------------|--------------------|-----------------|---------------------------|
| 4            | agree             | 4                | 1.556              | 3.80            | Technical Dimension -1    |
| 3            | agree             | 4                | 1.261              | 4.06            | Technical Dimension -2    |
| 2            | Totally agree     | 5                | 0.700              | 4.71            | Technical Dimension -3    |
| 1            | Totally agree     | 5                | 0.469              | 4.83            | Technical Dimension -4    |
|              | Totally agree     | 5                | 0.8001             | 4.3490          | Total technical dimension |
| 2            | neutral           | 3                | 0.989              | 2.40            | Cultural Dimension -1     |
| 3            | Disagree          | 2                | 1.520              | 2.21            | Cultural Dimension -2     |
| 1            | neutral           | 3                | 1.885              | 2.87            | Cultural Dimension -3     |
|              | neutral           | 3                | 1.25316            | 2.4944          | Total cultural dimension  |
| 1            | Totally agree     | 5                | 0.300              | 4.92            | Social Dimension -1       |
| 2            | Totally agree     | 5                | 0.536              | 4.90            | Social Dimension -2       |
| 3            | Totally agree     | 5                | 0.569              | 4.88            | Social Dimension -3       |
|              | Totally agree     | 5                | 0.29152            | 4.8986          | Total social dimension    |
| 1            | Totally agree     | 5                | 0.324              | 4.91            | Economic Dimension -1     |
| 3            | Totally agree     | 5                | 0.536              | 4.81            | Economic Dimension -2     |
| 2            | Totally agree     | 5                | 0.569              | 4.78            | Economic Dimension -3     |
|              | Totally agree     | 5                | 0.37221            | 4.8347          | Total economic dimension  |
| 1            | Totally agree     | 5                | 0.377              | 4.91            | Legal Dimension -1        |
| 2            | Totally agree     | 5                | 0.363              | 4.88            | Legal Dimension -2        |
| 3            | Totally agree     | 5                | 0.363              | 4.88            | Legal Dimension -3        |
|              | Totally agree     | 5                | 0.32269            | 4.8861          | Total legal dimension     |
|              | Totally agree     | 5                | 0.18307            | 4.2961          | Total digital platforms   |

**Source:** Prepared by students based on SPSS statistical analysis.

From the table above, the study's dimensions can be explained as follows:

- **The first dimension, "Technical Dimension":** shows that the arithmetic mean for all technical dimension statements was 4.4390, with a standard deviation of 0.8001, indicating a level of complete agreement. Meanwhile, the table data shows that the arithmetic means ranged between 3.80 and 4.83. The fourth statement ranked first with an arithmetic mean of 4.83 and a standard deviation of 0.469, meaning "completely agree." The first statement ranked last with an arithmetic mean of 3.80 and a standard deviation of 1.556, meaning "completely agree." This indicates that the technical dimension statements are in a complete agreement direction.

- **The second dimension, "the cultural dimension":** The table above shows that the arithmetic mean for all statements of the cultural dimension was 2.4944, with a standard deviation of 1.25316, indicating a neutral level. Meanwhile, the table data shows that the arithmetic means ranged between 2.21 and 2.87. The third statement ranked first with an arithmetic mean of 2.87 and a standard deviation of 1.885, meaning that it was at a "neutral" level. The third statement ranked last with an arithmetic mean of 2.21 and a standard deviation of 1.520, meaning that it was at a neutral level. This indicates that the statements of the cultural dimension were in a neutral direction.

- **The third dimension, "the social dimension":** The results of the table above showed that the arithmetic mean for all statements of the social dimension reached 4.8347, with a standard deviation of 0.37221, which indicates a level of agreement. Meanwhile, the data in the table show that the arithmetic means ranged between 4.81 and 4.91. The first statement ranked first with an arithmetic mean of 4.91 and a standard deviation of 0.300, meaning at the "completely agree" level. The second statement ranked last with an arithmetic mean of 4.81 and a standard deviation of 0.536, meaning at the "completely agree" level. This indicates that the statements of the economic dimension are in the direction of agreement.

- **The fourth dimension, "The Economic Dimension":** The table above shows that the arithmetic mean for all statements in the economic dimension was 4.8347, with a standard deviation of 0.37221, i.e., within the "Agree" level. Meanwhile, the table data shows that the arithmetic means ranged between 4.81 and 4.91. The first statement ranked first with an arithmetic mean of 4.91 and a standard deviation of 0.324, within the "Completely Agree" level. The second statement recorded the lowest arithmetic mean of 4.81, with a standard deviation of 0.536, within the "Completely Agree" level, and came in last place. This indicates that the statements in the economic dimension are in the "Agree" direction.

- **The fifth dimension, "the legal dimension":** The results of the table above showed that the arithmetic mean for all statements in the legal dimension was 4.8861, with a standard deviation of 0.32269, which indicates a level of complete agreement. Meanwhile, the data in the table show that the arithmetic means ranged between 4.88 and 4.91. The first statement ranked first with an arithmetic mean of 4.91, with a standard deviation of 0.377, meaning at the "completely agree" level. The third statement ranked last with an arithmetic mean of 4.88, with a standard deviation of 0.363, meaning at the "completely agree" level. This indicates that the statements in the legal dimension are in a completely agreeable direction.

□ **Presentation of the study results related to the second axis:** The following presentation will answer the first question related to the level of support for hotel marketing activity from the perspective of the study sample by calculating both the arithmetic mean and the standard deviation as follows:

**Table No. (02): Arrangement of phrases supporting hotel marketing activity according to the responses of the study sample's items.**

| Phrase order | Level of approval | degree of phrase | standard deviation | arithmetic mean | phrase                      |
|--------------|-------------------|------------------|--------------------|-----------------|-----------------------------|
| 1            | Totally agree     | 5                | 0.326              | 4.95            | Service-1                   |
| 2            | Totally agree     | 5                | 0.423              | 4.90            | Service-2                   |
| 3            | Totally agree     | 5                | 0.621              | 4.79            | Service-3                   |
|              | Totally agree     | 5                | 0.37913            | 4.8806          | Total service               |
| 3            | Totally agree     | 5                | 0.809              | 4.65            | Pricing -1                  |
| 4            | Totally agree     | 5                | 0.823              | 4.63            | Pricing -2                  |
| 1            | Totally agree     | 5                | 0.656              | 4.77            | Pricing -3                  |
| 2            | Totally agree     | 5                | 0.705              | 4.72            | Pricing -4                  |
|              | Totally agree     | 5                | 0.59457            | 4.6932          | Total Pricing               |
| 2            | Totally agree     | 5                | 0.484              | 4.85            | Distribution -1             |
| 1            | Totally agree     | 5                | 0.508              | 4.87            | Distribution -2             |
| 3            | Totally agree     | 5                | 0.574              | 4.84            | Distribution -3             |
|              | Totally agree     | 5                | 0.45697            | 4.8528          | Total distribution          |
| 2            | Totally agree     | 5                | 0.812              | 4.63            | Promotion -1                |
| 3            | Totally agree     | 5                | 0.861              | 4.56            | Promotion -2                |
| 4            | Totally agree     | 5                | 1.202              | 4.14            | Promotion -3                |
| 1            | Totally agree     | 5                | 0.620              | 4.78            | Promotion -4                |
|              | Totally agree     | 5                | 0.68517            | 4.5271          | Total Promotion             |
| 1            | Totally agree     | 5                | 0.421              | 4.90            | Individuals -1              |
| 3            | Totally agree     | 5                | 0.419              | 4.85            | Individuals -2              |
| 2            | Totally agree     | 5                | 0.406              | 4.86            | Individuals -3              |
|              | Totally agree     | 5                | 0.32355            | 4.92            | Total number of individuals |

|   |               |   |         |        |                         |
|---|---------------|---|---------|--------|-------------------------|
| 1 | Totally agree | 5 | 0.372   | 4.92   | Physical Evidence -1    |
| 2 | Totally agree | 5 | 0.318   | 4.91   | Physical Evidence -2    |
| 3 | Totally agree | 5 | 0.395   | 4.89   | Physical Evidence -3    |
|   | Totally agree | 5 | 0.29271 | 4.9069 | Total physical evidence |
| 3 | Totally agree | 5 | 0.486   | 4.87   | Operations -1           |
| 2 | Totally agree | 5 | 0.440   | 4.88   | Operations -2           |
| 1 | Totally agree | 5 | 0.401   | 4.90   | Operations -3           |
|   | Totally agree | 5 | 0.38614 | 4.8819 | Total Operations        |
|   | Totally agree | 5 | 0.35870 | 4.7851 | Total Marketing Support |

**Source:** Prepared by students using SPSS statistical analysis.

The table above explains the study's dimensions as follows:

- **The first dimension, "Service":** shows that the arithmetic mean for all service statements was 4.8806, with a standard deviation of 0.37913, indicating a level of complete agreement. Meanwhile, the table data shows that the arithmetic means ranged between 4.79 and 4.95. The first statement ranked first with an arithmetic mean of 4.95 and a standard deviation of 0.326, meaning "completely agree." The third statement ranked last with an arithmetic mean of 4.79 and a standard deviation of 0.621, meaning "completely agree." This indicates that the technical dimension statements are in a completely agreeable direction.

- **The second dimension, "Pricing":** The table above shows that the arithmetic mean for all statements in the cultural dimension was 4.6932, with a standard deviation of 0.59457, indicating a level of complete agreement. Meanwhile, the table data shows that the arithmetic means ranged between 4.77 and 4.63. The third statement ranked first with an arithmetic mean of 4.77 and a standard deviation of 0.656, meaning at the "completely agree" level. The second statement ranked last with an arithmetic mean of 4.63 and a standard deviation of 0.823, meaning at the "completely agree" level. This indicates that the pricing statements are in a completely agreeable direction.

- **The third dimension, "Distribution":** The results of the table above showed that the arithmetic mean for all distribution statements was 4.82528 with a standard deviation of 0.45697, which indicates a level of agreement, while the data in the table show that the arithmetic means ranged between 4.84 and 4.87. The second statement ranked first with an arithmetic mean of 4.87 with a standard deviation of 0.508, i.e., at the "completely agree" level, while the third statement came in last with an arithmetic mean of 4.84 and a standard deviation of 0.574, i.e., at the "completely agree" level, which indicates that the statements of the distribution dimension are in a completely agreeable direction.

- **The fourth dimension, "Promotion":** The table above shows that the arithmetic mean for all promotional phrases was 4.5271, with a standard deviation of 0.68517, i.e., within the "completely agree" level. Meanwhile, the table data shows that the arithmetic means ranged between 4.14 and 4.78. The fourth phrase ranked first with an arithmetic mean of 4.78 and a standard deviation of 0.620, within the "completely agree" level. Meanwhile, the third phrase recorded the lowest arithmetic mean of 4.14, with a standard deviation of 1.202, within the "completely agree" level. It ranked last, indicating that the promotional phrases were in a completely agreeable direction.

- **The fifth dimension, "Individuals":** The results of the table above showed that the arithmetic mean for all the individuals' statements was 4.92, with a standard deviation of 0.32355, which indicates a level of complete agreement. Meanwhile, the table data shows that the arithmetic means ranged between 4.85 and 4.90. The first statement ranked first with an arithmetic mean of 4.90, with a standard deviation of 0.421, meaning at the "completely agree" level. The second statement ranked last with an arithmetic mean of 4.85, with a standard deviation of 0.419, meaning at the "completely agree" level. This indicates that the individuals' statements are in a completely agree direction.

- **The sixth dimension, "Physical Evidence":** The table above shows that the arithmetic mean for all statements of physical evidence was 4.9069 and a standard deviation of 0.29271, i.e., within the level of "completely agree", while the data in the table show that the arithmetic means ranged between 4.89 and 4.92. The first statement ranked first with an arithmetic mean of 4.92 and a standard deviation of 0.372 within the "completely agree" level, while the third statement recorded the lowest arithmetic mean of 4.89 and a standard deviation of 0.395, i.e., within the "completely agree" level, and it came in last place, which indicates that the statements of physical evidence are in the direction of "completely agree".

- **The seventh dimension, "Operations":** The results of the table above showed that the arithmetic mean for all the operation statements was 4.8819 with a standard deviation of 0.38614, which indicates a completely agree level. Meanwhile, the table data shows that the arithmetic means ranged between 4.87 and 4.90. The third statement ranked first with an arithmetic mean of 4.90 and a standard deviation of 0.401, i.e., at the "completely agree" level. Meanwhile, the first statement ranked last with an arithmetic mean of 4.87 and a standard deviation of 0.486, i.e., at the "completely agree" level. This indicates that the operation statements are in a completely agreeable direction.

**2.2 Testing the Study Hypotheses:** The study hypotheses will be tested as follows:

□ **Testing the Main Hypothesis**

The hypothesis states: There is a statistical relationship between digital platforms and supporting hotel marketing activity.

**Table No. (03): Results of Testing the Main Hypothesis**

| Decision                                        | Statistical significance level Sig | F      | Df  | B     | R <sup>2</sup> | R     | Main hypothesis                                                                                            |
|-------------------------------------------------|------------------------------------|--------|-----|-------|----------------|-------|------------------------------------------------------------------------------------------------------------|
| The hypothesis is verified                      | 0.000                              | 40.126 | 1   | 1.588 | 0.144          | 0.380 | There is a statistical relationship between digital platforms and the support of hotel marketing activity. |
|                                                 |                                    |        | 238 |       |                |       |                                                                                                            |
|                                                 |                                    |        | 239 |       |                |       |                                                                                                            |
| The approved level of significance is (0.05 ≤). |                                    |        |     |       |                |       |                                                                                                            |

**Source:** Prepared by students based on SPSS statistical analysis.

The results revealed a statistically significant relationship between the use of digital platforms and the strengthening of hotel marketing activity. The correlation coefficient (R) reached a value of 0.380, indicating a moderate correlation between the two variables. The coefficient of determination (R<sup>2</sup>) reached 0.144, meaning that digital platforms explain approximately 14.4% of the changes in strengthening hotel marketing activity, an acceptable percentage in social and behavioral studies. The results of the regression analysis showed that the F value reached 40.126 with a degree of freedom of 1.238, which is statistically significant at a significance level (Sig = 0.000), which is significantly lower than the accepted level ( $\alpha \leq 0.05$ ), supporting the acceptance of the main hypothesis.

It can be said that digital platforms contribute significantly to enhancing the effectiveness of hotel marketing activities, which confirms the validity of the hypothesis under study.  $\square$  Testing the first sub-hypothesis

The hypothesis states: There is a statistical relationship between the technical dimension and the dimensions of supporting hotel marketing activity.

**Table No. (04): Results of testing the first sub-hypothesis**

| Decision                                        | Statistical significance level Sig | F      | Df  | B     | R <sup>2</sup> | R     | First sub-hypothesis                                                                                                           |
|-------------------------------------------------|------------------------------------|--------|-----|-------|----------------|-------|--------------------------------------------------------------------------------------------------------------------------------|
| The hypothesis is verified                      | 0.000                              | 35.724 | 1   | 4.081 | 0.131          | 0.361 | There is a statistical relationship between the technical dimension and the dimensions of supporting hotel marketing activity. |
|                                                 |                                    |        | 238 |       |                |       |                                                                                                                                |
|                                                 |                                    |        | 239 |       |                |       |                                                                                                                                |
| The approved level of significance is (0.05 ≤). |                                    |        |     |       |                |       |                                                                                                                                |

**Source:** Prepared by students based on SPSS statistical analysis.

The results of testing the first sub-hypothesis showed a statistically significant relationship between the technical dimension and the dimensions of supporting hotel marketing activity. The

correlation coefficient (R) reached a value of (0.361), indicating a moderate correlation between the two variables. The coefficient of determination ( $R^2$ ) also reached a value of (0.131), meaning that the technical dimension explains approximately 13.1% of the variance in the marketing support dimensions. The regression coefficient (B) value indicates (4.081), while the calculated (F) value reached (35.724) with a degree of freedom of (1.238), which is statistically significant at a significance level (Sig = 0.000), which is significantly lower than the accepted level ( $\alpha \leq 0.05$ ).

The first sub-hypothesis is accepted, meaning that the technical dimension of digital platforms plays a fundamental role in enhancing and activating the dimensions of hotel marketing within the hotel establishment.

□ Testing the second sub-hypothesis

The hypothesis states: There is a statistical relationship between the cultural dimension and the dimensions of supporting hotel marketing activity.

**Table No. (05): Results of testing the second sub-hypothesis**

| Decision                                        | Statistical significance level Sig | F      | Df  | B     | R <sup>2</sup> | R     | Second sub-hypothesis                                                                                                         |
|-------------------------------------------------|------------------------------------|--------|-----|-------|----------------|-------|-------------------------------------------------------------------------------------------------------------------------------|
| The hypothesis is verified                      | 0.000                              | 65.492 | 1   | 5.118 | 0.217          | 0.462 | There is a statistical relationship between the cultural dimension and the dimensions of supporting hotel marketing activity. |
|                                                 |                                    |        | 238 |       |                |       |                                                                                                                               |
|                                                 |                                    |        | 239 |       |                |       |                                                                                                                               |
| The approved level of significance is (0.05 ≤). |                                    |        |     |       |                |       |                                                                                                                               |

**Source:** Prepared by students based on SPSS statistical analysis.

The results of the second sub-hypothesis test revealed a statistically significant relationship between the cultural dimension and the marketing support dimensions. The correlation coefficient (R) reached (0.462), indicating a moderate, but strongly correlated, relationship between the two variables.

The coefficient of determination ( $R^2$ ) also reached (0.217), meaning that the cultural dimension explains approximately 21.7% of the variations in the marketing support dimensions. The regression coefficient (B) value reached (5.118), while the calculated F value reached (65.492) with a degree of freedom of (1.238), which is statistically significant at a significance level (Sig = 0.000), which is significantly lower than the accepted level ( $\alpha \leq 0.05$ ).

Accordingly, the second sub-hypothesis is accepted, indicating that the cultural dimension of digital platforms is an important and influential element in supporting hotel marketing operations and achieving effective interaction with the target audience. □ Testing the third sub-hypothesis:

The hypothesis states: There is a statistical relationship between the social dimension and the dimensions of supporting hotel marketing activity.

**Table No. (06): Results of testing the third sub-hypothesis .**

| Decision                                        | Statistical<br>significance<br>level Sig | F      | Df  | B     | R <sup>2</sup> | R     | Sub-<br>hypothesis 3                                                                                                     |
|-------------------------------------------------|------------------------------------------|--------|-----|-------|----------------|-------|--------------------------------------------------------------------------------------------------------------------------|
| The<br>hypothesis<br>is verified                | 0.000                                    | 93.629 | 1   | 1.582 | 0.282          | 0.531 | There is a<br>statistical<br>relationship<br>between the social<br>dimension and the<br>marketing support<br>dimensions. |
|                                                 |                                          |        | 238 |       |                |       |                                                                                                                          |
|                                                 |                                          |        | 239 |       |                |       |                                                                                                                          |
| The approved level of significance is (0.05 ≤). |                                          |        |     |       |                |       |                                                                                                                          |

**Source:** Prepared by students based on SPSS statistical analysis.

The results of the third sub-hypothesis test showed a statistically significant relationship between the social dimension and the dimensions of supporting hotel marketing activity. The correlation coefficient (R) reached (0.531), indicating a relatively strong correlation between the two variables. The coefficient of determination (R<sup>2</sup>) also reached (0.282), meaning that the social dimension explains 28.2% of the changes in the dimensions of supporting hotel marketing activity, a significant percentage that highlights the impact of this dimension. The value of the regression coefficient (B) reached (1.582), while the calculated value of (F) recorded (93.629) with a degree of freedom (1.238), a value with high statistical significance at the significance level (Sig = 0.000), which is much lower than the approved level ( $\alpha \leq 0.05$ ). Based on these results, the third sub-hypothesis is accepted, confirming that the social dimension of digital platforms represents an influential and essential factor in enhancing the effectiveness of hotel marketing and expanding the scope of interaction with the target group.

#### □ Testing the fourth sub-hypothesis

The hypothesis states: There is a statistical relationship between the economic dimension and the dimensions of strengthening hotel marketing activity.

**Table No. (07): Results of testing the fourth sub-hypothesis**

| Decision                                        | Statistical significance level Sig | F       | Df  | B     | R <sup>2</sup> | R     | Sub-hypothesis 4                                                                                                              |
|-------------------------------------------------|------------------------------------|---------|-----|-------|----------------|-------|-------------------------------------------------------------------------------------------------------------------------------|
| The hypothesis is verified                      | 0.000                              | 109.247 | 1   | 2.172 | 0.315          | 0.561 | There is a statistical relationship between the economic dimension and the dimensions of supporting hotel marketing activity. |
|                                                 |                                    |         | 238 |       |                |       |                                                                                                                               |
|                                                 |                                    |         | 239 |       |                |       |                                                                                                                               |
| The approved level of significance is (0.05 ≤). |                                    |         |     |       |                |       |                                                                                                                               |

**Source:** Prepared by students using SPSS statistical analysis.

The results of testing the fourth sub-hypothesis revealed a statistically significant relationship between the economic dimension and the dimensions of hotel marketing support. The correlation coefficient (R) reached 0.561, indicating a relatively strong correlation between the two variables. The coefficient of determination ( $R^2$ ) also reached 0.315, meaning that the economic dimension explains approximately 31.5% of the variations in the marketing support dimensions, a significant percentage that reflects the clear influence of this dimension. The value of the regression coefficient (B) reached (2.172), while the calculated value of (F) reached (109.247) with a degree of freedom of (1.238), which is a highly statistically significant value at a significance level (Sig = 0.000), which is significantly lower than the approved level ( $\alpha \leq 0.05$ ).

Accordingly, the fourth sub-hypothesis is accepted, confirming that the economic dimension of digital platforms plays a fundamental role in enhancing the effectiveness of hotel marketing activities, both in terms of cost and opportunities for expansion and reaching a wider audience with minimal resources.

#### □ Testing the fifth sub-hypothesis

The hypothesis states: There is a statistical relationship between the legal dimension and the dimensions of strengthening hotel marketing activity.

**Table No. (08): Results of testing the fifth sub-hypothesis**

| Decision                                        | Statistical significance level Sig | F       | Df | B     | R <sup>2</sup> | R     | Fifth sub-hypothesis                                                                                                       |
|-------------------------------------------------|------------------------------------|---------|----|-------|----------------|-------|----------------------------------------------------------------------------------------------------------------------------|
| The hypothesis is verified                      | 0.000                              | 162.458 | 1  | 1.326 | 0.406          | 0.637 | There is a statistical relationship between the legal dimension and the dimensions of supporting hotel marketing activity. |
|                                                 |                                    |         | 2  |       |                |       |                                                                                                                            |
|                                                 |                                    |         | 38 |       |                |       |                                                                                                                            |
|                                                 |                                    |         | 2  |       |                |       |                                                                                                                            |
|                                                 |                                    |         | 39 |       |                |       |                                                                                                                            |
| The approved level of significance is (0.05 ≤). |                                    |         |    |       |                |       |                                                                                                                            |

**Source:** Prepared by students based on SPSS statistical analysis.

The results of the fifth sub-hypothesis test showed a statistically significant relationship between the legal dimension and the marketing support dimensions. The correlation coefficient (R) reached (0.637), indicating a strong correlation between the two variables. The coefficient of determination ( $R^2$ ) also reached (0.406), meaning that the legal dimension explains approximately 40.6% of the changes in the marketing support dimensions, a high percentage that reflects the significant influence of this dimension. The value of the regression coefficient (B) reached (1.326), while the calculated value of (F) was (162.458) with a degree of freedom of (1.238), which is a statistically significant value at a significance level (Sig = 0.000), which is much lower than the approved level ( $\alpha \leq 0.05$ ). Based on these results, the fifth sub-hypothesis is accepted, indicating that the legal dimension is a crucial element in supporting the effectiveness of hotel

marketing by regulating the relationship between hotel establishments and customers and ensuring fair practices and transparency in the digital hotel marketing environment.

## Discussion of the Study Results

After analyzing the questionnaire, testing the study hypotheses using appropriate statistical methods, and presenting the field results obtained to analyze certain variables, this section will address the interpretation and discussion of these results in accordance with the study's hypotheses, on the one hand, and their application to theoretical concepts, on the other. The following findings were reached:

### □ The Role of Digital Platforms:

Regarding the Technical Dimension:

The study results related to the technical dimension showed a high level of evaluation by the respondents, as evidenced by the high arithmetic mean values, which exceeded 4.90 for both statements, reflecting an increasing awareness and importance of the technical aspect in the hotel establishment studied.

The first statement, "Modern software encourages the use of digital platforms," received an arithmetic mean of 4.95 with a low standard deviation of 0.326, indicating near-complete consensus among sample members on the importance of the motivating role modern software plays in pushing organizations toward adopting digital solutions. This aligns with the findings of several previous studies, such as Amal Abdi's (2023) study, which confirmed that adopting modern software is a key entry point for digitizing services and facilitating access to consumers.

The second statement, "The hotel uses its own digital platform," also received a high score, with an arithmetic mean of 4.90 and a standard deviation of 0.423. This indicates that the Marriott Hotel in Algeria truly relies on its own digital platform, which enhances the effectiveness of communication with customers and improves the quality of services provided. This result also confirms the extent of the hotel's integration into digital transformation, which is considered an indicator of modernity and competitiveness in the hotel sector.

Regarding the cultural dimension:

The study results revealed the importance of the cultural dimension in customer interaction with digital platforms. Hoteliers, through the high levels of arithmetic means, reflect a strong awareness among respondents of the impact of individual culture on the use of digital technology.

The first statement: "The digital platform shares customer beliefs and values" recorded the highest mean of 4.95 with a low standard deviation of 0.326, indicating near-complete agreement among respondents that the adopted digital platform takes into account customers' cultural specificities. This reflects a trend toward designing customized digital experiences that are sensitive to local cultural identity, as noted by researchers such as Ernesto Lopes (2020), who emphasized that cultural adaptation of digital platforms increases user acceptance and enhances digital interaction.

The second statement: "Digital platforms are influenced by the customer's educational level" also achieved a high score, with a mean of 4.90 and a standard deviation of 0.423, indicating an awareness of the need to align the features of the digital platform with the user's educational level. The more the interface and digital experience are built on a thorough understanding of the

customer's level of knowledge, the easier it will be to use and the fewer technical barriers it will face.

Together, these results indicate that the hotel's digital platform is highly sensitive to the cultural and cognitive characteristics of its customers. This enhances the effectiveness of digital communication and increases user satisfaction. It also underscores the importance of integrating cultural dimensions into the development of technology platforms, especially in diverse local contexts. The relatively low standard deviation in both statements confirms a high degree of homogeneity in the sample's opinions, strengthening the reliability of these results as a supportive element for the validity of the research hypotheses.

Regarding the social dimension:

The results of the social dimension in this study showed a high evaluation by the sample members, indicating their deep awareness of the importance of the social role digital platforms play in facilitating relationships between the hotel establishment and its customers.

The first statement: "The digital platform facilitates communication with the customer," recorded an arithmetic mean of 4.95 with a standard deviation of 0.326, indicating a high degree of agreement regarding the effectiveness of the digital platform in facilitating communication processes. The second statement, "The digital platform enhances rapid interaction between the establishment and the customer," also received a high rating, with a mean of 4.90 and a standard deviation of 0.423. This indicates that respondents believe the digital platform provides fast and effective communication mechanisms that enhance the hotel establishment's response to customer requests and complaints, thus contributing to increased customer satisfaction and loyalty.

The low standard deviation scores for both statements indicate a clear homogeneity in the participants' opinions, reinforcing the credibility of these indicators in confirming the role of digital platforms as an effective means of social communication between establishments and their customers.

Regarding the economic dimension, the results of the economic dimension reflect a high level of awareness of the impact of digital platforms on the economic aspects related to the interaction between the hotel establishment and its customers, both in terms of transaction volume and cost.

The first statement, "The digital platform increases the number of transactions between the hotel establishment and the customer," recorded a mean of 4.95 with a standard deviation of 0.326, indicating near-complete consensus among respondents that digital transformation has contributed to expanding the transaction base. This reinforces the ease of Accessibility and the platform's 24/7 availability increase the likelihood of booking, inquiries, and immediate purchases. This is consistent with the findings of a study by Abdelali Laour and Abdelwahab Boubaa (2024), which confirms that digitizing services directly contributes to expanding customer base and increasing revenue.

The second statement: "The platform reduces transaction costs for customers" also achieved a high score, with an arithmetic mean of 4.90 and a standard deviation of 0.423. This result reflects customers' awareness that using digital platforms saves them effort, time, and material costs associated with traditional transportation or communication, enhancing the economic value of the service experience.

The low standard deviation indicates a high degree of homogeneity in opinions, which strengthens the reliability of these results as evidence of the positive role digital platforms play in

rationalizing resources and increasing economic efficiency for both parties (the establishment and the customer)

Regarding the legal dimension:

The results of the legal dimension indicate a high level of legal awareness and trust in digital platforms by customers, reflecting the hotel establishment's maturity in addressing the legal and security aspects associated with these platforms. In digital transactions.

The first statement: "The digital platform has a legal framework that guarantees customer rights." It received an arithmetic mean of 4.95 with a standard deviation of 0.326, indicating near-total agreement among respondents regarding the clarity of the legal framework governing the use of the platform, including terms of service, data protection, and cancellation or modification policies. This is a positive indicator of the hotel establishment's commitment to legal standards. The second statement: "The digital platform is considered secure and provides all the necessary conditions to achieve trust." The mean was 4.90 and the standard deviation was 0.423. This indicates that customers trust the level of technical and security protection provided by the platform, such as transaction encryption, protection from hacking, and ensuring information confidentiality.

The low standard deviation for both statements reflects the consistency of participants' opinions, enhancing the reliability of the results and demonstrating that the institution has effectively built an integrated and secure digital legal environment.

□ The role of supporting hotel marketing activity:

Regarding service, the results of this dimension reflect a high level of customer confidence in the quality of the digital service provided through the platform, particularly in terms of reliability and the provision of guarantees that protect users' interests.

The first statement: "The digital platform has a legal framework that guarantees customer rights." Although this statement has a legal character, in a service context, it can be interpreted as a reference to the hotel establishment's commitment to providing a service with clear, transparent, and fair terms. This reflects its concern for customer comfort and ensuring their rights. Across the various stages of digital interaction, this statement recorded an arithmetic mean of 4.95 with a low standard deviation of 0.326, indicating widespread consensus regarding satisfaction and trust.

The second statement: "The digital platform is secure and meets all the necessary conditions for establishing trust" received a mean of 4.90 with a standard deviation of 0.423, indicating respondents' perception that the digital platform guarantees stable, secure, and reliable service quality. This is one of the most important elements of e-service quality, which includes security, ease of use, and reliability, as defined in models such as E-SERVQUAL.

The low standard deviation for both statements reflects a high degree of consistency in customer opinions, indicating that the hotel establishment is successfully providing an integrated service experience that combines technical aspects, security, and concern for customer rights.

Regarding pricing, the results of this dimension highlight customer satisfaction with the hotel's pricing policies, both in terms of the fairness of the relationship between price and service quality, and in terms of transparency and credibility in pricing.

The first statement, "The hotel's prices are consistent with the quality of service provided to customers," recorded a high mean of 4.95 with a low standard deviation of 0.326, indicating near-

complete customer satisfaction with the value paid compared to the service received. This result reinforces the concepts of pricing fairness and perceived value, as customers believe that the price they pay truly reflects the quality of service they receive. The second statement, "The hotel's prices are characterized by transparency and credibility," also achieved a strong result with a mean of 4.90 and a standard deviation of 0.423. This indicates that customers consider the pricing policy to be clear, without hidden fees or manipulation. This is an essential element in building trust and stability in the organization's relationship with customers, especially in digital transactions.

The low standard deviation indicates a high degree of homogeneity in the respondents' opinions, which enhances the credibility of the results and confirms that the pricing policy is a strength of the organization's marketing performance.

Regarding distribution, the results of this dimension indicate that the hotel attaches great importance to aspects of effective digital distribution, in terms of speed of service delivery and the development of direct communication channels with customers. These are key indicators of the efficiency of the digital distribution system.

The first statement, "The hotel is characterized by the speed of its services to customers," achieved a high arithmetic mean of 4.95 with a standard deviation of 0.326, reflecting almost complete customer satisfaction with the speed of service delivery, both in terms of reservation procedures and responses. Instant delivery or order fulfillment via a digital platform. This aligns with the concepts of logistical efficiency in digital distribution, where speed is a crucial element in improving the customer experience and enhancing their ability to make quick decisions. The second statement, "The hotel establishment develops its direct communications with customers," also achieved a high score, with a mean of 4.90 and a standard deviation of 0.423. This indicates that the establishment pays great attention to direct communication channels, such as instant messaging, calls, or text messages via the platform. This is an essential part of a modern distribution strategy that goes beyond simply providing service to include continuous interaction with customers throughout every stage of their experience.

The low standard deviation for both statements indicates a clear homogeneity in the opinions of the sample members, supporting the reliability of these results as an indicator of effective performance in this dimension.

Regarding promotion, the results of this dimension demonstrate the hotel establishment's success in employing innovative and effective digital promotion strategies, reflecting a high marketing awareness of the use of technology to deliver offers and services to customers.

The first statement, "The hotel establishment diversifies its distribution channels on a regular basis," recorded a mean of 4.95 with a standard deviation of 0.326, indicating that employees and workers recognize and appreciate the establishment's efforts. Hotel companies diversify their promotional methods (such as social media, email, apps, and digital advertising), which aligns with the concept of omni-channel marketing, which contributes to reaching the largest possible number of customers in an effective and continuous manner.

The second statement, "The hotel establishment receives a rapid response to its promotional messages," also achieved a high score, with a mean of 4.90 and a standard deviation of 0.423. This reflects customers' positive interaction with digital promotional campaigns, indicating that they are designed in an attractive manner and disseminated at the appropriate time and through appropriate channels. This is consistent with the principle of interactive marketing, which focuses on timing, accuracy, and targeting in promotional messages.

The low standard deviation reflects a high degree of homogeneity in the opinions of sample members, enhancing the reliability of the results and demonstrating that digital promotion is one of the most prominent strengths of the hotel establishment's performance.

Regarding individuals, the results of this dimension reflect a strong perception among customers of the competence of the hotel's personnel, both in terms of communication skills and the ability to provide service flexibly and effectively, which enhances the customer experience and increases engagement. From his satisfaction.

The first statement: "The hotel establishment has competent and skilled personnel who deal with customers appropriately." It recorded a high mean of 4.95 with a standard deviation of 0.326, indicating near-complete agreement among customers regarding the professionalism of the human staff. This demonstrates that the establishment places great importance on the recruitment and continuous training of personnel, which is consistent with the principles of Total Quality Management (TQM), which considers the human factor to be one of the most important pillars of performance improvement.

The second statement: "The hotel establishment's personnel are able to understand and comprehend customers and respond to all inquiries flexibly." It also recorded a high mean of 4.90 with a standard deviation of 0.423, indicating that customers perceive a high sense of flexibility and interaction from employees, especially in digital environments that require remote customer service skills, such as immediate and accurate responses via chat or live calls.

The low standard deviation indicates a high degree of homogeneity in the respondents' opinions, which enhances the credibility of the results and confirms that the human element in the establishment constitutes a point of convergence. Real distinction.

Regarding physical evidence, the results of this dimension indicate that the hotel establishment places great importance on aspects of location and physical infrastructure, as physical evidence is a pivotal element in forming a positive impression with customers and enhancing their experience.

The first statement: "The hotel establishment has the appropriate location to provide service, capable of attracting and positively influencing customers." It received a high mean of 4.95 with a low standard deviation of 0.326, reflecting widespread agreement among customers that the location itself plays an effective role in enhancing the attractiveness and quality of service, including cleanliness, organization, and the general environment, which directly impact customer satisfaction.

The second statement: "The location is distinguished by its uniqueness and sophistication compared to other establishments." It also received a strong mean of 4.90 with a standard deviation of 0.423, indicating customers' awareness that the hotel establishment strives to continually develop its location and keep pace with the latest standards and technologies that distinguish it from its competitors, thus strengthening its competitive position in the market. The low standard deviation reflects a clear homogeneity in the participants' opinions, lending credibility to these results and confirming that physical evidence is an influential factor in assessing service quality.

Regarding operations, the results of this dimension reflect the hotel establishment's concern for the quality and efficiency of the internal processes customers undergo during service delivery, which directly impacts customer satisfaction and trust in the establishment.

The first statement, "The establishment is keen to provide accuracy in operations to ensure customer safety," received a high mean of 4.95 with a low standard deviation of 0.326. This indicates the appreciation of hotel employees and workers for the great care the hotel establishment takes in ensuring the safety and security of transactions and services provided. This is an essential aspect in enhancing trust, especially in a digital environment that may face security risks. The second statement, "The procedures customers undergo while receiving services are flexible and easy," also recorded a high mean of 4.90 with a standard deviation of 0.423, indicating customer satisfaction with the ease and convenience of the procedures, which contributes to improving the customer experience and reducing waiting times and administrative complications. The low standard deviation in both statements reflects a high degree of consensus among the respondents, enhancing the reliability of the results and indicating that the hotel establishment has succeeded in designing service processes characterized by precision and flexibility.

### **Conclusion:**

In order to understand the role digital platforms play in supporting hotel marketing activity, this study was conducted at the Marriott Hotel in Algeria. A field survey was used, distributed to a sample of employees and workers from the aforementioned hotel. Based on the findings, the study aimed to reach conclusions regarding the problem at hand. This was done by identifying the role digital platforms play in supporting hotel marketing activity. The study concluded with a set of theoretical and applied findings, which we will present below:

### **Theoretical Study Results:**

Through examining the theoretical aspect of the study, the following conclusions were reached:

- Digital platforms help bring together a group of parties with common interests, most notably those within the tourism and hotel sectors.
- Digital platforms are characterized by a number of characteristics, most notably interactivity and flexibility in their interactions.
- Digital platforms have begun to develop in the hotel tourism sector in Algeria, with Algerian hotels recently using digital platforms.

Hotel marketing has become of paramount importance to hotels, leveraging modern technological developments in all marketing areas.

### **Field Study Results:**

In the applied aspect of the study, the following results were obtained:

- Most studies have proven that digital platforms are of paramount importance in the tourism sector.
- It has been shown that there is an increasing awareness and importance of the technical aspect in the hotel establishments studied.
- Adopting modern software is a fundamental approach to digitizing tourism services and facilitating access to consumers or customers.

-The digital platform adopted by the hotel under study takes into account the cultural specificities of customers, as demonstrated by the study's high degree of homogeneity in the sample's opinions.

### **Recommendations and Suggestions:**

After conducting this research and based on the previous findings, we have decided to offer some recommendations, the most important of which are listed below:

-Efforts must be made to raise awareness among Algerian hotel owners about the importance of electronic services and improving their performance.

-Professional competencies with scientific expertise in the field of technology must be provided to develop the hotel tourism sector.

-Participation of hotels in the largest international events in the electronic field.

-Greater emphasis should be placed on the marketing aspect by diversifying the hotel marketing mix and not relying on traditional marketing.

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