

## The impact of digital marketing on increasing the level and volume of hotel bookings: An analytical study in Karbala hotels

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**Abstract:** This study aimed to analyze the impact of digital marketing on increasing the level and volume of hotel bookings in Karbala, given the growing use of digital technologies and guests' reliance on online platforms for accommodation and booking decisions. The research problem lies in the limited use of digital marketing tools by some hotels, despite the rapid shift towards online booking. This raises questions about the extent to which the dimensions of digital marketing contribute to boosting hotel bookings. The study employed a descriptive-analytical approach, and data was collected through a questionnaire distributed to a random sample of 437 guests from 18 hotels in Karbala. The dimensions of digital marketing included: the hotel's digital presence, the use of social media in hotel promotion, and the hotel's digital trust and online reputation. The data was analyzed using SPSS version 24, employing statistical methods such as frequencies, percentages, arithmetic means, standard deviations, Cronbach's alpha, and multiple regression analysis. The results showed that the level of application of digital marketing dimensions was relatively high, with the mean score for digital presence reaching 3.79, social media use 3.88, and digital trust and online reputation 3.10. The overall mean for the hotel booking level and volume variable was 3.63. Multiple regression analysis demonstrated a significant effect of digital marketing dimensions on increasing the hotel booking level and volume at a significance level of 0.05. The hotel's digital presence ranked first with a regression coefficient of 0.942, followed by social media use (0.684), and then digital trust and online reputation (0.502). The study underscores the importance of enhancing hotels' digital presence, developing social media marketing strategies, and improving online reputation management, all of which contribute to increased booking rates and improved competitive performance in the tourism market.

**Keywords:** Digital marketing, hotel booking, internet, hotels, World Wide Web.

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### 1. Introduction:

The hotel sector has witnessed fundamental transformations in recent years as a result of the rapid development of information and communication technologies, and the accompanying changes in consumer behavior and purchasing and booking decision-making patterns. This transformation has led to the emergence of digital marketing as one of the most important strategic tools adopted by

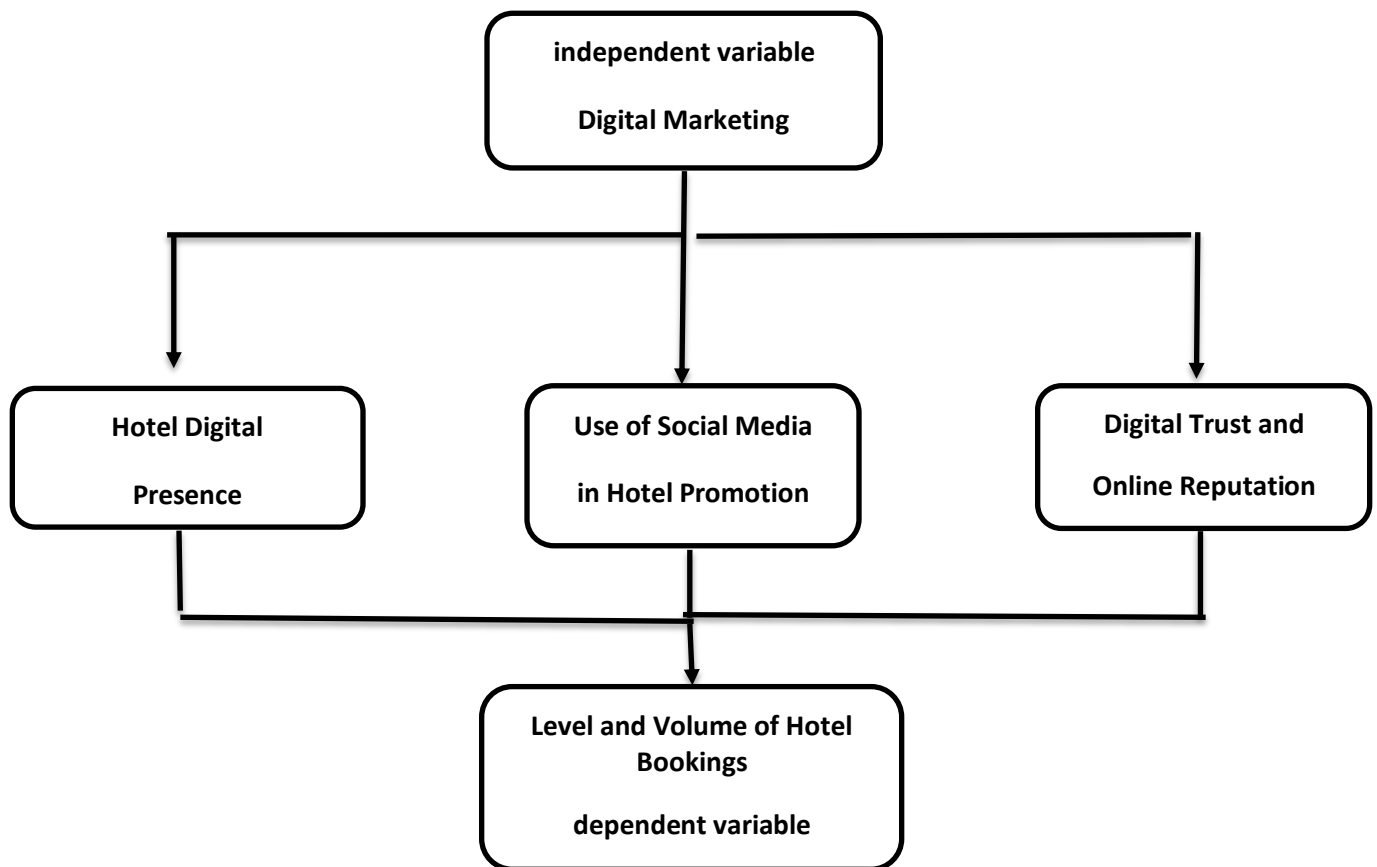
hotel establishments to communicate with customers, promote their services, and enhance their competitiveness in the tourism market. The success of hotels is no longer solely dependent on the quality of services provided, but also on their ability to build an effective digital presence, leverage social media, and manage their online reputation in a way that influences guest decisions and encourages them to make reservations through digital channels.

With the widespread use of the internet, smartphone apps, and online booking platforms, tourists have become increasingly reliant on digital resources to find tourist information, compare hotel options, and review previous guest ratings before making booking decisions. This has directly impacted the nature of competition among hotels, making the effective use of digital marketing tools a crucial factor in attracting and retaining customers and increasing hotel occupancy rates.

Despite the increasing number of studies addressing digital marketing in the tourism and hospitality sector, most have focused on theoretical aspects or been conducted in general tourism settings. Applied studies examining the impact of digital marketing dimensions on hotel booking behavior within religious tourism contexts remain relatively limited, particularly in the Iraqi context. Furthermore, previous literature has not provided a sufficient understanding of the role of a hotel's digital presence, social media use, digital trust, and online reputation in influencing the volume and level of hotel bookings in cities experiencing high and fluctuating demand for religious tourism, which varies according to seasons and religious occasions.

The city of Karbala stands out as one of the most important religious tourism destinations in Iraq and the Islamic world, receiving millions of visitors annually during religious events and pilgrimages. This creates a growing and seasonal demand for hotel accommodation. With this significant volume of tourism, hotels in Karbala are required to adopt modern marketing methods that enable them to manage demand, communicate with potential customers both within and outside Iraq, and enhance their competitiveness in a constantly expanding market. Therefore, studying digital marketing in Karbala hotels is of particular importance, given its direct link to hotel booking behavior in a unique religious and seasonal tourism environment, distinct from many other tourist destinations.

Accordingly, this research aims to fill a knowledge gap by examining the impact of digital marketing dimensions—namely, the hotel's digital presence, the use of social media in hotel promotion, digital trust, and online reputation—on increasing the level and volume of hotel bookings in Karbala. It also aims to provide practical results that can contribute to the development of digital marketing strategies for hotels and enhance their ability to attract guests and improve their marketing and competitive performance.



**Figure (1) Hypothetical Research Plan**

### **Research methodology:**

the hotel sector has experienced significant changes resulting from the expansion of digital technologies and the increasing reliance of tourists on online platforms and social media when searching for accommodation and making booking decisions. Consequently, digital marketing has become one of the main tools that hotels use to communicate with customers, promote their services, and enhance their competitiveness. Despite this development, some hotels still do not make effective use of digital marketing tools, particularly with regard to digital presence, social media activities, and online reputation management. This situation may limit their ability to attract potential guests and increase the level and volume of hotel bookings. Therefore, the research problem lies in identifying the extent to which the dimensions of digital marketing contribute to increasing hotel bookings in Karbala hotels(Z Xiang,.et al , 2015).

Based on this problem, the following questions were formulated:

1. To what extent does the hotel's digital presence across electronic platforms contribute to increasing the level and volume of hotel bookings?
2. How does the use of social media in promoting hotel services affect the level and volume of hotel bookings?
3. What role do digital trust and the hotel's online reputation play in encouraging customers to make reservations through digital channels?
4. To what extent do the dimensions of digital marketing contribute to increasing the level and volume of hotel bookings compared with traditional marketing methods?

### **Second :Research Objectives:**

This research aims to determine the impact of digital marketing on increasing the level and volume of hotel bookings in Karbala hotels. This will be achieved by identifying the correlation and impact between the dimensions of each, as well as the following:

- 1- Identifying the level of application of digital marketing tools in the hotels under study.
- 2- Demonstrating the impact of the hotel's digital presence on electronic platforms in attracting customers.
- 3- Analyzing the role of social media in promoting hotel services and increasing bookings.
- 4- Measuring the impact of digital trust and the hotel's online reputation on booking decisions.
- 5- Determining the relationship between digital marketing and the increase in the level and volume of hotel bookings.
- 6- Providing practical suggestions for developing digital marketing strategies to enhance hotel performance.

### **Third :Research Significance:**

The significance of this research lies in highlighting digital marketing as a powerful reality in the tourism industry. It underscores the role it plays in generating innovative future digital strategies, which can contribute to developing and revitalizing the hotel sector.

### **Fourth: Research Hypotheses**

Based on the research problem and objectives, the hypotheses were formulated as follows:

#### **Main Hypothesis**

There is a statistically significant effect of the combined dimensions of digital marketing on increasing the level and volume of hotel bookings in Karbala hotels.

#### **Sub-Hypotheses**

Sub-Hypothesis 1: There is a statistically significant effect of the hotel's digital presence on increasing the level and volume of hotel bookings in Karbala hotels.

Sub-Hypothesis 2: There is a statistically significant effect of using social media in hotel promotion on increasing the level and volume of hotel bookings in Karbala hotels.

Sub-Hypothesis 3: There is a statistically significant effect of the hotel's digital trust and online reputation on increasing the level and volume of hotel bookings in Karbala hotels.

#### **Fifth: Verifying the Validity and Reliability of the Measurement Instrument**

The researchers ensured the psychometric properties of the measurement instrument were verified before its field application to guarantee the accuracy and reliability of the results. The questionnaire items were developed based on relevant scientific literature and previous studies related to the research variables, with modifications tailored to the nature of the hotel sector and the study environment.

To verify content validity, the initial version of the questionnaire was presented to a group of experts and specialists in the fields of tourism marketing, hotel management, and statistics. Their feedback was considered when making the final revisions to the instrument.

A pilot test was also conducted with a limited sample of guests to ensure the clarity and ease of understanding of the statements. The results of this pilot test contributed to improving the wording of some items before distributing the final questionnaire.

Regarding reliability, Cronbach's alpha was used to measure the internal consistency of the questionnaire items. The overall reliability coefficient for the instrument was 0.911, a high value indicating the instrument's high degree of reliability and dependability in data collection and analysis. This level of reliability indicates good consistency among the scale items and their ability to consistently measure the targeted concepts.

Given the lack of exploratory or confirmatory factor analysis data in the current study, the researchers suggest including these tests in future studies to further investigate the factor structure of the variables and their various dimensions.

### **Section One / Theoretical Framework**

#### **First: Operational Definitions of Research Variables**

The study adopted the following operational definitions for its main variables:

1- Hotel Digital Presence: This refers to the hotel's presence across various digital platforms, including its official website, search engine ranking, digital content updates, and the provision of information and electronic services to customers. It is measured through the responses of the sample members to the items designated for this dimension.

2- Use of Social Media in Hotel Promotion: This refers to the extent to which the hotel utilizes social media platforms to publish promotional content, interact with customers, and manage

digital advertising campaigns. It is measured through the items designated for this dimension in the questionnaire.

3- Digital Trust and Online Reputation: This refers to the degree of guests' trust in the information and reviews published electronically about the hotel, and the extent to which digital reputation and the opinions of previous guests influence booking decisions. It is measured through the items designated for this dimension.

4- Level and volume of hotel bookings: This refers to the extent to which digital marketing contributes to increasing the number of hotel bookings, their continuity, and reducing reliance on traditional intermediaries. It is measured through the responses of the sample members to the items allocated to the dependent variable.

## **Second :Digital Marketing and its Development**

Digital marketing is a modern and contemporary concept in the field of marketing, yet it remains somewhat ambiguous and unclear. This is due to the prevailing belief that marketing, according to this concept, can only be done via the internet(Jahan, 2021).

Therefore, several points must be emphasized before providing a precise definition of digital marketing.

A- Digital marketing operations and functions are carried out through all digital tools: the internet, extranets, mobile phones, and others.

B- Digital marketing is an integral part of modern marketing, which means buying and selling through digital channels. The internet is its most prominent element, while digital marketing encompasses all processes that precede, occur during, and follow the delivery of goods.

C- There is a misconception that digital commerce is digital marketing. This is incorrect. Digital commerce is trading through digital channels, while digital marketing is a hierarchy of specialized marketing functions that is not limited to trading in goods and services. Digital marketing has been defined in many ways, reflecting the diverse perspectives and angles from which this term is viewed. Some of these definitions include:

**First definition:** Philip Kotler defined it as a marketing approach that combines electronic and traditional interactions between businesses and consumers ( Z Xiang,. et al., 2024).

**Second definition:** It is the use of the internet, mobile devices, social media, search engines, advertising, and other channels to reach consumers(Aida,. et al, 2022) .

Digital marketing is considered a subset of traditional marketing. It extends beyond the internet to include SMS messaging, interactive online billboards, and other online advertising to promote advertised products and services. Some marketing experts consider digital marketing a completely new endeavor that requires a new way of communicating with customers and understanding their behavior, in comparison to traditional marketing.

### **The Evolution of Digital Marketing:**

The early beginnings of digital marketing can be traced back to the use of the telegraph in the 19th century. This was further strengthened by the emergence of radio, television, and digital cable, which gained widespread social acceptance, making digital media the dominant force in the marketing world. In the later years of the 20th century, many institutions and businesses began using the internet in their marketing efforts, contributing significantly to the growth of digital information technology. The rapid development and growth of modern media (such as radio, television, the internet, and mobile phones) has instilled a firm belief among individuals and organizations working in marketing that digital tools can open new and diverse markets, distinct from existing traditional markets, through reliance on digital technology and the internet (FH Al-Attar, 2017).

### **Third :the importance of digital marketing:**

The significant developments and changes in the field of information and communication have created new and innovative methods to satisfy consumer needs and desires. Among the most prominent of these changes is the substantial growth in the internet and digital commerce. Since consumers increasingly use these technologies, digital commerce and digital marketing are expected to flourish. The importance of digital marketing varies for business organizations, with each organization's level of interest depending on its structure and specific needs. The importance of digital marketing is evident in the following:

1. Digital marketing is future-oriented, while traditional marketing methods can only be successful in the present.
2. The world is more connected to the internet than ever before, meaning that digital tools are increasingly replacing traditional marketing tools.
3. Electronic information is exchanged between organizations, suppliers, and intermediaries through the sharing of business documents via digital channels.
4. Negotiating prices, sharing specifications and images of some electronic products, and determining how these products are delivered to customers are all facilitated through digital channels.

5. In terms of services, digital marketing is a means of fulfilling the desires of customers, managers, and their organizations by reducing service costs, increasing efficiency, and delivering services as quickly as possible. Furthermore, digital marketing has significant promotional importance. The more a marketing department can communicate directly with the customer, the greater its chances of attracting and retaining them. Because of this importance, this type of marketing has become essential for the success of modern organizations and must be integrated into their activities and operations(FH Al–Attar, 2017) .

#### **Fourth: Types of Digital Marketing**

There are many types of digital marketing that we can utilize to increase our reach to the target audience.

A- These include offline digital marketing

B- Online digital marketing

##### **A- Offline digital marketing includes:**

- 1- Gaming advertising
- 2- Video marketing
- 3- Television advertising
- 4- Radio advertising
- 5- SMS marketing
- 6- Multimedia messaging
- 7- Movies or TV programs
- 8- Telemarketing
- 9- Print advertising

##### **B-Digital marketing via the internet includes:**

- 1- Content marketing
- 2- Search engine marketing
- 3- Social media marketing
- 4- Affiliate marketing
- 5- Influencer marketing
- 6- Video marketing (Hamid et al., 2023).

#### **Fifth: Characteristics of Digital Marketing:**

The characteristics of digital marketing are among the most prominent factors that have contributed to the significant transformation in marketing methods in recent years. It relies on the use of digital channels and media to reach and interact with the target audience. Some of the characteristics of digital marketing are:

- 1- Wide Service: Digital marketing is characterized by offering a wide service that enables customers to interact with the marketing website at any time.
- 2- Faster Results: Compared to traditional marketing, digital marketing offers faster results.
- 3- Ability to Collect and Reuse Data
- 4- Low Cost and More Flexible Control over Marketing Budgets
- 5- Ability to Measure Results and Make Necessary Improvements
- 6- Absence of Paper Documents: Digital marketing relies on completing transactions electronically.
- 7- Global Reach: The media used in digital marketing know no geographical boundaries, allowing customers to shop from anywhere through their personal accounts on the company's website.
- 8- Narrowing the Gap Between Large and Small Companies in Terms of Production, Distribution, and Human Resources: Small companies can access the global market without the infrastructure of large companies(Aida,. et al, 2022) .

#### **Sixth: Digital Marketing Elements**

Studies have varied in enumerating the elements of digital marketing. However, researchers have adopted the main elements agreed upon by many previous studies, which form the basis of the marketing mix:

- 1- Product: The term "product" refers to any good or service that a company offers to the target market, represented by the specifications and characteristics desired by the market and the quality that meets consumer desires.
- 2- Price: Price is considered one of the most vital and necessary elements of the digital marketing mix for the organization's management, given its close connection to the customer's purchasing decision.
- 3- Distribution: One of the important elements of the digital marketing mix, which helps move products from the organization to customers accurately, effectively, efficiently, and in a timely manner through what are called digital distribution channels.
- 4- Promotion: This element includes the various means that can help in communicating with consumers or target customers and encouraging them to purchase the product. Promotion includes advertising, personal selling, sales promotion, publishing, and the organization's ability to communicate digitally with customers effectively about its offers, campaigns, and products.

5- Place: This element relates to the efficiency of these activities and operations related to providing the product. In the right place for the targeted consumers or buyers, including direct and indirect distribution policies and channels through agents or wholesalers(ZA Azzam,.et al , 2021)

## **Section Two**

### **First: The Concept and Development of the Internet:**

Private and Public Networks: the Internet is a global communication system or network that facilitates communication and access to information and data sources across a range of countries. The word "Internet" is an abbreviation of the English word "International," derived from "Network." It means a global information network where a group of networks are connected to each other in many countries via telephone and satellite. These networks have the ability to exchange information through central computers called servers, which store essential information and control the network in general. The computers used by individuals are called user computers(Coffman, 2002) .

The Internet has also been defined as a network comprised of computer networks that allow communication and information exchange between any two computers simultaneously, regardless of geographical location. It has also been defined as a vast network consisting of a large number of computers spread across the globe, connected to each other via telephone lines or satellites. This allows users to share information through a unified protocol called the Internet Protocol, abbreviated as TEP/IP. The preceding definitions clearly demonstrate the role of the Internet as a self-contained communication system with numerous applications. And varied(Abdulhussein, 2021) .

### **The Evolution of the Internet**

The idea of the internet began in 1957 during the Cold War when the US Department of Defense, tasked with developing a centralized information and communication network capable of continuing operations even if part of it were damaged, undertook a study for this purpose on behalf of the US Air Force. This study was based on the principles of decentralized and narrative networks(Mouloud et al., 2026) .

In 1996, when the US Department of Defense feared that a nuclear attack on the United States in the event of war would disrupt communication channels between the main information centers within the Department, computers were connected to each other. This system was initially called ARPANET. The project began with four computers in four different, geographically distant locations, and information was exchanged via telephone lines. From there, universities began to

adopt this system. In 1983, a new network called MILNET emerged, serving only military sites, while ARPANET took over non-military communications(Jacobsen, 1995).

At CERN, the European Organization for Nuclear Research, the World Wide Web project was published by the English scientist Tim Berners-Lee. However, the true explosion of the internet did not occur until after 1993, when the US authorities in 1994 allowed the emergence of private companies that profited from public access to internet services. The internet has now penetrated all parts of the world, serving as a necessary channel for disseminating diverse cultures. It has been observed that internet usage has increased, reaching more than 50% of all communication traffic in 1993.

By 1996, the terms "internet" and "web" had become commonplace worldwide. Currently, the internet has established itself in virtually every aspect of life(Neri. ,2007).

### **Secondly: the importance of the World Wide Web:**

The World Wide Web, or the Internet, is considered one of the most important technological innovations of the modern era. It represents a global network connecting millions of electronic devices, enabling individuals to communicate and search for information quickly and efficiently. The importance of the Internet can be summarized in several points:

- 1- The Internet allows the transmission of a massive amount of information at high speed and low cost across the globe.
- 2- It facilitates cooperation between individuals, institutions, and within the same country and the world at large, and makes it easy for groups to work through social media and expand personal relationships.
- 3- The Internet is the fastest way to access information and research results. It has made accessing specific information easier, allowing anyone seeking knowledge to access any information they desire in any field they wish to study.
- 4- The World Wide Web is considered one of the most important modern means of communication.
- 5- The network ensures access to any file or document as quickly as possible, anywhere and at any time.
- 6- It provides numerous services in various fields, including commercial, natural, social, sports, political, academic, and others.
- 7- It offers lower costs, saving money and facilitating faster communication with the world(T Berners, et al, 2023).

### **Third: Characteristics of the World Wide Web**

The internet is distinguished by a set of characteristics that set it apart from other communication technologies. These characteristics are as follows:

- 1- Transcendence: The internet transcends all geographical barriers that have historically hindered the spread of ideas, the interaction of people, and the exchange of information. These geographical barriers include economic ones, such as shipping costs, and political ones (preventing the entry of certain ideas and cultures). Today, with the internet, information travels in massive quantities as electronic signals, unimpeded by geographical obstacles.
- 2- Timelessness: The internet allows information to reach users immediately after its release, giving all people equal access to information in a synchronous manner.
- 3- Freeness: Or more accurately, near-freeness. This is not entirely the case, as many commercial models have begun to emerge, enabling society to consider internet service as an essential service that should be provided free of charge or at a near-free cost.
- 4- Diversity of Applications: The internet offers a vast range of applications, from educational and training applications to other services. Which facilitates communication between individuals through social networking applications
- 5- Ease and convenience: One does not need to be an IT expert or a programmer to be able to use the Internet, as a session of an hour or less with someone who knows how to do things on the Internet is sufficient to learn the basic areas of use (F Ellis-Chadwick, 2016)

#### **Fourth: Advantages and Disadvantages of the World Wide Web:**

##### **Advantages of the World Wide Web**

- 1- Access to various branches of knowledge
- 2- Exposure to different cultures and ease of communication between human societies
- 3- Immediate interaction through audio, video, text, dialogue, and the transfer of information and ideas
- 4- The ability to access people, places, and institutions easily, conveniently, and at a lower cost
- 5- Obtaining government and official services such as travel documents and permits by contacting government departments
- 6- The internet enables dialogue with various individuals around the world and discussion of important issues

##### **Disadvantages of the Internet**

- 1- Creating and Spreading Viruses: This is one of the most widespread and impactful cybercrimes. Computer viruses are artificial technologies that disrupt and infect computer operations, spreading from one program to another.

- 2- Hacking: This involves unauthorized access to computer systems and networks, including sabotage, espionage, and leaking confidential data.
- 3- Identity Theft: This is a crime involving the illegal use of another person's identity.
- 4- Stalking and Harassment: Online harassment often occurs through email or various instant messaging platforms, such as threatening and intimidating messages.
- 5- Grooming and Enticement: Victims are often young internet users, who may be lured into online friendships that can escalate into financial extortion (M Yar, 2023).

### **Section Three**

#### **Hotel Reservations**

##### **First: The Concept and Importance of a Hotel**

There are several definitions of a hotel, the most important of which are:

First Definition: A large building or house that provides accommodation, food, and other services to travelers and others (Al Qubbaj, et al, 2023)

Second Definition: A building, institution, or establishment that provides the public with accommodation, food, and various services (Kamar, 2018)

Third Definition: A place where a resident, tourist, guest, or client receives all the services they could obtain in their own home, but for a fee agreed upon beforehand (Maha, et al, 2020)

The origin of the word "hotel" goes back to the ancient Greek word "pondokia" or "pondokina," both of which refer to ancient Greek inns. This word spread from Greece to the countries of the ancient East. Distortion of pronunciation was a common phenomenon in the East; many words containing the letter "a" were replaced by another letter, namely 4 (O'Gorman, 2010).

Generally, opinions differ regarding a single definition of hotels among specialized organizations and authors specializing in hotel management.

##### **The Importance of Hotels**

Hotels are of great importance to every individual in all societies. Hotels appeared in the fourteenth century and were limited to the wealthy and the rich class. However, in the sixteenth century, hotels spread greatly until they became accessible to all classes of society, from the middle class to the poor. With the end of the nineteenth century, the beginning of the Industrial Revolution, migration began, all of which led to a housing problem, as some homeowners rented their houses to immigrants. Since the beginning of the twentieth century, with the development of transportation methods as a result of the Industrial Revolution, hotels have become of great importance due to their role in global and local tourism. Hotels play a major role in meeting the social and psychological needs of individuals and in developing the national economy, as they

bring in hard currency to the country through what tourists spend during their visit. In addition to the role of the hotel in providing services to individuals, it does not only provide accommodation, but also all facilities and necessities such as food and drinks, public lounges, laundry and ironing services, sports clubs, swimming pools, and many other services that keep pace with continuous development. They also provide job opportunities, both directly, through work within the hotel, and indirectly, through the workers who contributed to its establishment, as the hotel depends heavily on the human element (Y Ai,.et al , 2025).

## **Second: Types of Hotels**

Hotel establishments and their styles vary according to ownership, location, services, and other factors. Hotel types can be classified as follows:

**1- Ownership:** This is divided into several categories as follows:

- a. Private sector hotels
- b. Corporate hotels
- c. Mixed sector hotels
- d. Government-owned hotels(Powers ,.1995)

**2- Location:** This is divided into the following:

- a. City center hotels
- b. Port and airport hotels
- c. Highway hotels
- d. Resorts
- c. Coastal hotels
- d. Mobile hotels, including:
  - Floating hotels
  - Bus hotels
  - Train hotels
  - Airplanes(BC Caballes, 2025)

**3- Services:** This is divided into the following:

- a. Commercial hotels
- b. Long-stay hotels
- c. Gambling hotels
- d. Youth hostels
- c. Wellness hotels

- d. Sports city hotels
- e. Camp hotels (camps - tents)
- d. Motels
- e. Family homes (pensions) (CW Barrows, et al, 2008)

**4- Classification:** Hotel classes vary according to the type of services offered, as well as the hotel's capacity, average prices, and location. This classification differs from country to country. Hotel classes are:

- A. Premium
- B. First Class
- C. Second Class
- D. Third Class
- D. Fourth Class
- D. Fifth Class (Al Qubbaj, .et al, 2023)

**5- Star Rating:** Hotels are generally classified according to the number of stars as follows:

- A. Five-star hotels
- B. Four-star hotels
- C. Three-star hotels
- D. Two-star hotels
- D. One-star hotels

**6- Size:** The average size of a hotel ranges from twenty to over a thousand rooms. Some define the number of rooms as from 50 to 2,000, and it can reach up to 5,000 rooms. Others divide hotel size into three categories:

- A. Small hotels (less than 100 rooms)
- B. Medium-sized hotels (from 100 to 200 rooms)
- C. Large hotels (more than 200 rooms)

**7- Prices:** These depend on the room pricing levels and are divided into three levels:

- A- Upper category
- B- Mid-range category
- C- Lower category (Al Qubbaj, .et al, 2023)

### **Third: Electronic Hotel Reservations and Their Systems**

The Concept of Electronic Reservations: It is a computer system that uses storage, querying, and booking processes for travel (Buhalis, 2003). Large electronic reservation systems that sell airline tickets for multiple airlines are known as Global Distribution Systems (GDS). Airlines were the first to use them, followed by travel agencies. The electronic reservation system involves online booking and facilitates changing flight itineraries and comparing service prices, leading to increased sales and revenue for companies, as well as a larger customer base for airlines, hotels, and other businesses. It also enables them to offer comprehensive tourism packages, simplifies administrative processes, and reduces the number of employees. It combines multiple systems into one. Electronic reservations are also defined as:

An electronic online booking system that utilizes the latest technologies and provides the customer with advanced functions such as instant booking confirmation, constantly updated room information, accurate pricing calculations, and information on approved accommodation centers, all within a single online booking platform(C Lisha,. et al , 2025) .

#### **The most important electronic booking systems:**

**1- Amadeus Booking System:** This program was established in 1987 as a result of an alliance between several airlines, including Lufthansa, Air France, and Iberia. Amadeus strongly supports e-commerce services, train and cruise bookings, car rentals, and hotel reservations. More than 850 travel companies use the Amadeus system, in addition to 15 Arab airlines, including Air Algérie.

**2- Galileo Booking System:** Galileo is an electronic booking and distribution system specializing in airline reservations and ticketing. The use of Galileo for airline ticket bookings dates back to 1971, when it was known as Apollo. Airlines United developed the first computer-based system for airline ticket reservations. In 1987, a group of airlines, such as British Airways, KLM, Alitalia, and Swiss, joined forces to operate and develop the Galileo program and use it for booking, modification, and ticketing operations. It was then marketed across the continents and spread among countries. The system is still used today under the name (Apollo) in the United States and under the name Galileo in the rest of the world.

**3- Sabre Reservation System:** The Sabre electronic reservation system was introduced on May 8, 2003, and presented as a leading global reservation and distribution system dedicated to the travel industry.

Sabre is defined as an innovative suite of products and services, offering a simple and cost-effective way for travel agents to market, purchase airline seats, secure hotel reservations, and

more. It is worth noting that over 800 travel agencies currently subscribe to the Sabre system, and this number is expected to grow. Sabre allows access to the world's leading distribution system for products and services, and 40% of global travel bookings are made through this system(C Lisha,.et al , 2025) .

#### **Section Four: The Applied Aspect of the Research**

##### **Study Population and Sample**

The researcher used a random sampling method to select the study population from the guests of first-class and luxury hotels in Karbala (see Table 1). Random sampling is considered the best and most accurate method for representing the study population. Eighteen first-class and luxury hotels in Karbala were selected from the total study population.

**Table No. (1) Hotel Classes and Number of Hotels in Karbala**

| Hotel Class  | Number of hotels |
|--------------|------------------|
| Premium      | 4                |
| First Class  | 14               |
| Second Class | 164              |
| Third Class  | 89               |
| Fourth Class | 211              |
| Total        | 482              |

Source: The table was compiled by the researcher based on data from the Tourism Authority, Karbala Tourism Department, Research and Development, unpublished data, 2014.

A survey questionnaire was designed, incorporating personal data from guests of the premium and first-class hotels in Karbala, the study sample. The questionnaire comprised four sections. The first section contained five items to determine the extent of the hotel's digital presence. The second section contained five items to examine the application of social media in hotel promotion. The third section contained five items to assess digital trust and the hotel's online reputation. The fourth section contained four items to study the impact of digital marketing on increasing hotel booking volume. A total of 455 questionnaires were distributed to 18 of the premium and first-class hotels in the study sample in Karbala. After collecting the valid questionnaires, 437 were received. The survey employed a five-point Likert scale with levels of agreement ranging from strongly disagree to strongly agree. Table (2) illustrates the levels of agreement and the range for each level.

**Table No. (2): Survey item response scale.**

| Degrees of Agreement | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|----------------------|-------------------|----------|---------|-------|----------------|
|----------------------|-------------------|----------|---------|-------|----------------|

|        |         |            |            |            |         |
|--------|---------|------------|------------|------------|---------|
| Degree | 1       | 2          | 3          | 4          | 5       |
| Range  | 1.80 :1 | 2.60 :1.81 | 3.40 :2.61 | 4.20 :3.41 | 5 :4.21 |

- Range (class length) =  $(5 - 1) / 5 = 0.80$

### **Procedural definitions and reliability of the research instrument**

To ensure methodological accuracy and to confirm the consistency and validity of the research tool (questionnaire) for measuring the targeted variables in the hotel environment in Karbala, the reliability coefficient (Cronbach's alpha) was extracted for each of the four axes separately, instead of relying on the total value. These indicators are shown along with the operational definition of each variable as follows:

#### **1. Hotel Digital Presence**

- Operational Definition: This refers to the extent to which a hotel possesses active and up-to-date digital channels (such as an official website and search engine rankings) that allow guests to access information about services and make direct bookings. Operationally, it is measured by the score given by respondents to statements on a scale of 1 to 5 in the first section of the questionnaire.
- Cronbach's Alpha Coefficient for this dimension: 0.842

#### **2. Social Media Promotion in Hotel Marketing**

- Operational Definition: This refers to the hotel's use of social media in marketing activities, including publishing visual content, running paid advertising campaigns, and interacting with customer inquiries through social media platforms. It is measured by the hotel's overall score in the second section of the questionnaire.
- Cronbach's Alpha Coefficient for this section: 0.875

#### **3. Digital Trust & Online Reputation Dimension**

- Operational Definition: This is the level of digital trustworthiness and credibility of a hotel among guests, based on transparency in displaying reviews and managing responses on global booking platforms. It is measured by the score assigned to the statements in the third section of the questionnaire.
- Cronbach's Alpha Coefficient for this Dimension: 0.819

#### **4. Level and Volume of Hotel Bookings Axis - Dependent Variable**

- Operational Definition: This is the quantitative and qualitative outcome of actual, recorded bookings and their continuous flow throughout the year, representing a reduction in reliance on the traditional influence of intermediaries. It is measured by the degree determined by guests in the fourth and final axis.
- Cronbach's Alpha Coefficient for the Dimension: 0.860

Table No. (3): Cronbach's Alpha Coefficient for measuring the reliability of the study's strategic axes

|   | Target axis/variable                                 | Number of phrases | Cronbach's alpha coefficient (alpha) | stability level                  |
|---|------------------------------------------------------|-------------------|--------------------------------------|----------------------------------|
| 1 | Hotel's digital presence                             | 5                 | 0.842                                | High and acceptable              |
| 2 | Using social media for promotion                     | 5                 | 0.875                                | High and acceptable              |
| 3 | Digital trust and hotel online reputation            | 5                 | 0.819                                | High and acceptable              |
| 4 | Level and size of hotel booking (dependent variable) | 4                 | 0.860                                | High and acceptable              |
|   | The scale as a whole (gross reliability)             | 19                | 0.911                                | Excellent and suitable for study |

**Statistical Commentary:** Table (3) shows that all Cronbach's alpha coefficient values for the sub-axes exceeded the statistically acceptable threshold ( $0.70$ ), with values ranging between ( $0.819$  and  $0.875$ ). The scale as a whole demonstrated overall reliability ( $0.911$ ). This reflects strong internal consistency among the questionnaire items and confirms the instrument's suitability for field application and the reliability of its results in Karbala hotels.

## Results and Discussion

### First: Demographic Data of Inmates:

Table No. (4) Analysis of Inmates' Personal Dat

| The variable           |                      | Frequencies and percentages |      | Arrangement |
|------------------------|----------------------|-----------------------------|------|-------------|
|                        |                      | repetitions                 | %    |             |
| Sex                    | Male                 | 290                         | 66.4 | 1           |
|                        | Female               | 147                         | 33.6 | 2           |
| the total              |                      | 437                         | %100 |             |
| the age                | Less than 30         | 53                          | 12.1 | 4           |
|                        | 30-40                | 170                         | 38.9 | 1           |
|                        | 40-50                | 124                         | 28.3 | 2           |
|                        | More than 50         | 90                          | 20.5 | 3           |
| the total              |                      | 437                         | %100 |             |
| Academic qualification | General Diploma      | 89                          | 20.4 | 2           |
|                        | University           | 301                         | 68.9 | 1           |
|                        | Postgraduate Studies | 47                          | 10.7 | 3           |

|           |     |      |
|-----------|-----|------|
| the total | 437 | %100 |
|-----------|-----|------|

Table (4), which shows the distribution of the study sample according to gender, reveals that the majority of the sample was male, comprising 66.4%. Regarding age, the majority of the sample was between 30 and 40 years old (38.9%), while 12.1% were under 30. Finally, 28.3% were between 40 and 50 years old. As for educational qualifications, the majority of the sample held a university degree (68.9%), while 20.4% held a general diploma. Finally, 10.7% held postgraduate degrees.

#### Descriptive Analysis of the Research Themes:

**Table No. (5): The Hotel's Digital Presence**

| The sentence                                                                                                |             | Frequency rate and percentage |     |      |      |      | Statistical indicators |                    | Order |
|-------------------------------------------------------------------------------------------------------------|-------------|-------------------------------|-----|------|------|------|------------------------|--------------------|-------|
|                                                                                                             |             | 1                             | 2   | 3    | 4    | 5    | Arithmetic mean        | Standard deviation |       |
| The hotel has a user-friendly and up-to-date website for direct booking.                                    | repetitions | 7                             | 37  | 55   | 265  | 73   | 3.82                   | 0.864              | 3     |
|                                                                                                             | %           | 1.6                           | 8.5 | 12.6 | 60.6 | 16.7 |                        |                    |       |
| The hotel provides comprehensive information about rooms, services, and rates across its digital platforms. | repetitions | 27                            | 41  | 61   | 226  | 82   | 3.68                   | 1.075              | 4     |
|                                                                                                             | %           | 6.2                           | 9.4 | 14   | 51.7 | 18.8 |                        |                    |       |
| The hotel is committed to                                                                                   | repetitions | 11                            | 28  | 36   | 149  | 213  | 4.20                   | 1.007              | 1     |

|                                                                                              |             |      |      |      |      |      |             |              |          |
|----------------------------------------------------------------------------------------------|-------------|------|------|------|------|------|-------------|--------------|----------|
| continuously updating its digital content.                                                   | %           | 2.5  | 6.4  | 8.2  | 34.1 | 48.7 |             |              |          |
| The hotel appears prominently in search engine results when guests search for accommodation. | repetitions | 12   | 15   | 51   | 274  | 85   | 3.93        | 0.832        | 2        |
|                                                                                              | %           | 2.7  | 3.4  | 11.7 | 62.7 | 19.5 |             |              |          |
| The hotel offers fast and effective digital communication channels with its guests.          | repetitions | 47   | 99   | 51   | 139  | 101  | 3.34        | 1.337        | 5        |
|                                                                                              | %           | 10.8 | 22.7 | 11.7 | 31.8 | 23.1 |             |              |          |
| <b>General arithmetic mean</b>                                                               |             |      |      |      |      |      | <b>3.79</b> | <b>1.023</b> | <b>-</b> |

The results in Table (5) show that the study participants agreed with four statements from the hotel's digital presence axis:

- "The hotel is committed to continuously updating its digital content." (Mean 4.20, Standard Deviation 1.007)
- "The hotel appears prominently in search engine results when searching for accommodation services." (Mean 3.93, Standard Deviation 0.832)
- "The hotel has a modern and user-friendly website for direct booking." (Mean 3.82, Standard Deviation 0.864)
- "The hotel provides comprehensive information about rooms, services, and prices through its digital platforms." (Mean 3.68, Standard Deviation 1.075)

The results in Table (5) also show that the study participants gave neutral responses to one statement from the hotel's digital presence axis: "The hotel provides fast and effective digital communication channels with customers." With a mean of 3.34 and a standard deviation of 1.337.

**Table No. (6): The use of social media in hotel promotion.**

| The sentence                                                                                    |             | Frequency rate and percentage |      |      |      |      | Statistical indicators |                    | Order |
|-------------------------------------------------------------------------------------------------|-------------|-------------------------------|------|------|------|------|------------------------|--------------------|-------|
|                                                                                                 |             | 1                             | 2    | 3    | 4    | 5    | Arithmetic mean        | Standard deviation |       |
| The hotel uses social media platforms to promote its offers and services.                       | repetitions | 10                            | 52   | 125  | 114  | 136  | 3.72                   | 1.097              | 4     |
|                                                                                                 | %           | 2.3                           | 11.9 | 28.6 | 26.1 | 31.1 |                        |                    |       |
| The hotel publishes engaging content (photos/videos) that reflects the quality of its services. | repetitions | 10                            | 30   | 29   | 236  | 132  | 4.03                   | .922               | 1     |
|                                                                                                 | %           | 2.3                           | 6.9  | 6.6  | 54   | 30.2 |                        |                    |       |
| The hotel responds promptly to inquiries and comments from followers on social media.           | repetitions | 15                            | 78   | 42   | 73   | 229  | 3.97                   | 1.283              | 3     |
|                                                                                                 | %           | 3.4                           | 17.8 | 9.6  | 16.7 | 52.4 |                        |                    |       |

|                                                                                            |             |     |     |      |      |      |      |       |   |
|--------------------------------------------------------------------------------------------|-------------|-----|-----|------|------|------|------|-------|---|
| Sponsored advertising campaigns on social media contribute to increased bookings.          | repetitions | 36  | 37  | 63   | 204  | 97   | 3.66 | 1.155 | 5 |
|                                                                                            | %           | 8.2 | 8.5 | 14.4 | 46.7 | 22.2 |      |       |   |
| Follower feedback and comments help enhance the hotel's image and increase its popularity. | repetitions | 10  | 20  | 37   | 257  | 113  | 4.01 | .857  | 2 |
|                                                                                            | %           | 2.3 | 4.6 | 8.5  | 58.8 | 25.9 |      |       |   |
| General arithmetic mean                                                                    |             |     |     |      |      |      | 3.88 | 1.06  | - |

The results in Table 6 show that the study participants agreed with all the statements related to the use of social media in hotel promotion, namely:

- "The hotel publishes attractive content (photos/videos) that reflects the quality of its services." (Mean 4.03, Standard Deviation 0.922)
- "Followers' opinions and comments help improve the hotel's image and increase its popularity." (Mean 4.01, Standard Deviation 0.857)
- "The hotel responds quickly to followers' inquiries and comments on social media." (Mean 3.97, Standard Deviation 1.283)
- "The hotel uses social media platforms to promote its offers and services." (Mean 3.72, Standard Deviation 1.097)
- "Sponsored advertising campaigns on social media contribute to increased bookings." (Mean 3.66, Standard Deviation 1.155)

**Table No. (7): Digital Trust and Hotel Online Reputation**

| The sentence                                                                                         |             | Frequency rate and percentage |      |      |      |      | Statistical indicators |                    | Order |
|------------------------------------------------------------------------------------------------------|-------------|-------------------------------|------|------|------|------|------------------------|--------------------|-------|
|                                                                                                      |             | 1                             | 2    | 3    | 4    | 5    | Arithmetic mean        | Standard deviation |       |
| Online guest reviews influence customers' booking decisions.                                         | repetitions | 3                             | 64   | 70   | 211  | 89   | 3.73                   | .970               | 1     |
|                                                                                                      | %           | 0.7                           | 14.6 | 16   | 48.3 | 20.4 |                        |                    |       |
| The hotel is committed to monitoring and managing its reputation across review and booking websites. | repetitions | 14                            | 46   | 235  | 142  | 0    | 3.16                   | .732               | 4     |
|                                                                                                      | %           | 3.2                           | 10.5 | 53.8 | 32.5 | 0    |                        |                    |       |
| Positive responses to guest comments boost the confidence of potential customers.                    | repetitions | 64                            | 48   | 128  | 92   | 105  | 3.29                   | 1.337              | 2     |
|                                                                                                      | %           | 14.6                          | 11   | 29.3 | 21.1 | 24   |                        |                    |       |
| Transparency in displaying reviews contributes to the hotel's increased credibility.                 | repetitions | 130                           | 207  | 54   | 24   | 22   | 2.09                   | 1.043              | 5     |
|                                                                                                      | %           | 29.7                          | 47.4 | 12.4 | 5.5  | 5    |                        |                    |       |
| A hotel's online reputation leads to an increase in bookings.                                        | repetitions | 0                             | 39   | 254  | 144  | 0    | 3.24                   | .602               | 3     |
|                                                                                                      | %           | 0                             | 8.9  | 58.1 | 33   | 0    |                        |                    |       |
| General arithmetic mean                                                                              |             |                               |      |      |      |      | 3.10                   | 0.937              | -     |

The results in Table (7) show that the study participants agreed with one statement from the Digital Trust and Hotel Online Reputation axis, namely, "Online guest reviews influence customers' booking decisions," with a mean of (3.73) and a standard deviation of (0.970). The results in Table (8) also show that the study participants gave neutral responses to three statements from the axis:

- "Positive responses to guest reviews enhance the confidence of potential customers," with a mean of (3.25) and a standard deviation of (1.337).
- "The hotel's online reputation influences the increase in the number of bookings," with a mean of (3.24) and a standard deviation of (0.602).
- "The hotel is keen to monitor and manage its reputation across review and booking websites," with a mean of (3.16) and a standard deviation of (0.732). The results in Table (8) show that the study sample members do not agree with one of the statements of the Digital Trust and Electronic Hotel Reputation axis, which is "Transparency in displaying reviews contributes to increasing the hotel's credibility." With an arithmetic mean of (2.09) and a standard deviation of (1.043).

**Table No. (8): The impact of digital marketing on increasing the volume of hotel bookings.**

| The sentence                                                                              |             | Frequency rate and percentage |      |      |      |      | Statistical indicators |                    | Order |
|-------------------------------------------------------------------------------------------|-------------|-------------------------------|------|------|------|------|------------------------|--------------------|-------|
|                                                                                           |             | 1                             | 2    | 3    | 4    | 5    | Arithmetic mean        | Standard deviation |       |
| The use of digital marketing has led to a significant increase in the number of bookings. | repetitions | 3                             | 64   | 70   | 211  | 89   | 3.73                   | .970               | 3     |
|                                                                                           | %           | 0.7                           | 14.6 | 16   | 48.3 | 20.4 |                        |                    |       |
| Digital advertising has helped attract new customer segments.                             | repetitions | 66                            | 126  | 169  | 55   | 21   | 2.63                   | 1.038              | 4     |
|                                                                                           | %           | 15.1                          | 28.8 | 38.7 | 12.6 | 4.8  |                        |                    |       |
| Digital platforms have helped reduce reliance on traditional booking intermediaries.      | repetitions | 10                            | 20   | 37   | 257  | 113  | 4.01                   | .857               | 1     |
|                                                                                           | %           | 2.3                           | 4.6  | 8.5  | 58.8 | 25.9 |                        |                    |       |
| Digital marketing contributes to a consistent flow of bookings throughout the year.       | repetitions | 12                            | 15   | 51   | 274  | 85   | 3.93                   | .832               | 2     |
|                                                                                           | %           | 2.7                           | 3.4  | 11.7 | 62.7 | 19.5 |                        |                    |       |
| General arithmetic mean                                                                   |             |                               |      |      |      |      | 3.63                   | 0.875              | -     |

The results in Table (8) show that the study participants gave neutral responses to one statement from the axis concerning the impact of digital marketing on increasing hotel booking volume, namely, "Digital advertising contributed to attracting new customer segments," with a mean of

(2.63) and a standard deviation of (1.038). The results in Table (9) also show that the study participants agreed with three statements from the axis:

- "Digital platforms helped reduce reliance on traditional booking intermediaries," with a mean of (4.01) and a standard deviation of (1.857).
- "Digital marketing contributes to the continuous flow of bookings throughout the year," with a mean of (3.93) and a standard deviation of (0.832).
- "The use of digital marketing led to a significant increase in the number of bookings," with a mean of (3.73) and a standard deviation of (0.930).

### Research Hypothesis Test:

There is a statistically significant effect of the dimensions of digital marketing application on the level and volume of hotel bookings.

**Table No. (9): Results of the multiple regression analysis of the relationship between digital marketing and the level and volume of hotel bookings**

| Variables                                       | Level and size of hotel booking |                    |                    |              |      |
|-------------------------------------------------|---------------------------------|--------------------|--------------------|--------------|------|
|                                                 | Regression coefficient          | Calculated T-value | Significance level | Significance | Rank |
| Key Principles                                  | 1,734                           | 9,123              | 0,000              | .....        | 2    |
| Using social media in hotel promotion.          | 0,684                           | 11,865             | 0,000              | Essential    |      |
| Digital trust and the hotel's online reputation | 0,502                           | 13,439             | 0,000              | Essential    | 3    |
| The hotel's digital presence                    | 0,942                           | 19,974             | 0,000              | Essential    | 1    |

### • Significant at a level of 0.05

The results in Table (9) indicate a significant relationship, as the hotel's digital presence significantly impacts the level and volume of hotel bookings in Karbala hotels ( $p < 0.942$ ), the use of social media in hotel promotion significantly impacts the level and volume of hotel bookings in Karbala hotels ( $p < 0.684$ ), and digital trust and the hotel's online reputation significantly impact the level and volume of hotel bookings in Karbala hotels ( $p < 0.502$ ), assuming other factors remain constant. This confirms the rejection of the null hypothesis and the acceptance of the hypothesis that there is a statistically significant effect ( $p < 0.05$ ) of the dimensions of digital marketing on the level and volume of hotel bookings.

### Results:

The descriptive analysis revealed that the hotels in Karbala under study possess a good level of digital marketing tools. The digital presence dimension achieved a mean score of 3.79, reflecting the hotels' focus on online presence, updating digital content, and making information about hotel services available through online platforms. This result can be explained by the increased awareness among hotel management of the importance of digital visibility in a tourism environment that increasingly relies on online research before making a booking decision.

The results also showed that the social media use dimension in hotel promotion achieved the highest mean score among the digital marketing dimensions, at 3.88. This indicates the hotels' growing reliance on social media platforms to promote their services and interact with customers. This reflects the shift in the behavior of the modern tourist, who relies on digital content, images, and online reviews to form their impressions of hotel establishments.

Conversely, the digital trust and online reputation dimension recorded a mean score of 3.10, the lowest among the studied dimensions. This indicates opportunities for improvement in managing online reputation and enhancing guest trust in online content and reviews. This may be attributed to some hotels' limited attention to monitoring guest opinions and systematically managing online reviews and ratings.

Regarding the dependent variable, namely the level and volume of hotel bookings, the mean score was (3.63), reflecting the sample's awareness of the positive role digital marketing plays in boosting hotel booking rates. This result is particularly significant in Karbala, a city experiencing heavy religious tourism and increased seasonal demand for accommodation services. This makes digital marketing tools an effective means of reaching potential customers and managing tourist demand more efficiently.

The multiple regression analysis also showed a significant impact of digital marketing dimensions on increasing the level and volume of hotel bookings. The hotel's digital presence ranked first in terms of impact strength, with a regression coefficient of (0.942), followed by the use of social media (0.684), and then digital trust and online reputation (0.502). These results indicate that hotels' success in enhancing their digital presence and improving their online interaction with customers directly translates into increased hotel bookings.

These results confirm that investing in digital marketing tools is no longer an additional marketing option, but has become a strategic necessity for hotels operating in the city of Karbala, especially in light of the increasing competition between hotel establishments and the growing reliance of visitors on digital means for research, comparison and making booking decisions.

### **Recommendations:**

In light of the study's findings, the researchers recommend the following:

1. Developing and improving the user-friendliness of hotel websites by providing clear and responsive interfaces and offering simplified and secure direct online booking services to enhance the user experience and increase booking rates.
2. Enhancing the digital presence of hotels by continuously updating their online content and providing accurate and comprehensive information about rooms, services, prices, and promotional offers to help potential guests make booking decisions easily.
3. Adopting effective search engine optimization (SEO) strategies to ensure hotels appear higher in search results when searching for accommodation in Karbala, thus attracting a wider range of customers.

4. Establishing clear protocols for managing social media accounts, including prompt responses to customer inquiries and comments, and professional and timely handling of complaints and feedback.
5. Increasing investment in producing engaging digital content, including professional photos and promotional videos that reflect the quality of hotel services and highlight the hotel's competitive advantages.
6. Enhance transparency in displaying guest reviews and opinions across digital platforms and online booking sites, avoiding the concealment of negative feedback and addressing it objectively to build trust and credibility with potential customers.
7. Develop electronic reputation management systems through continuous monitoring of reviews and comments published on booking sites and social media platforms, and utilize them to improve the quality of hotel services and enhance guest satisfaction.
8. Design targeted digital advertising campaigns based on analyzing customer characteristics, interests, and geographic locations, contributing to reaching target markets more efficiently and increasing return on advertising expenditure.
9. Leverage digital data and customer behavior analytics in designing promotional offers and marketing programs that align with religious pilgrimage seasons in Karbala, helping to manage tourist demand and increase hotel occupancy rates throughout the year.
10. Organize ongoing training programs for marketing and public relations staff on the latest digital marketing applications, digital content management, and social media platform engagement, enhancing the efficiency of hotel marketing performance and boosting their competitiveness.

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