



Digital Marketing Strategies and Guest Booking Behavior in Hospitality: A Narrative Literature Review in the Philippines

NICOLE MARION M. POLINES¹ , NORA D. MENDOZA¹ ,
JORDAN B. ORTALEZA¹ , REY ELISEO F. REGIDOR¹ 

¹Polytechnic University of the Philippines,
Anonas Street, Sta. Mesa, Manila.

Corresponding author: nmarion0901@gmail.com

Originality: 100% • Grammarly: 98% • Plagiarism: 0%

ABSTRACT

Article History

Received: 30 Sept 2025
Revised: 27 May 2026
Accepted: 12 Jun 2026
Published: 30 Jul 2026

Keywords— Hospitality management, digital marketing strategies, narrative literature review, guest booking behavior, social proof theory

The hospitality industry has been reshaped by digital transformation, with hotels and resorts increasingly relying on online platforms to attract and convert guests. This narrative literature review synthesizes studies published between 2015 and 2025 to examine how digital marketing strategies influence booking behavior in the Philippine hospitality sector. Guided by the Technology Acceptance Model, Stimulus-Organism-Response framework, and Social Proof Theory, the review highlights the mediating roles of visibility, ease of use, trust, and engagement. Literature was

identified through searches in Scopus, Web of Science, and Google Scholar using keywords such as *digital marketing*, *hospitality booking*, and *social proof*. Findings



© Polines, N. M. M., Mendoza, N. D., Ortaleza, J. B., & Regidor, R. E. F. (2026). Open Access. This article published by JPAIR Multidisciplinary Research is licensed under a Creative Commons Attribution-Noncommercial 4.0 International (CC BY-NC 4.0). You are free to share (copy and redistribute the material in any medium or format) and adapt (remix, transform, and build upon the material). Under the following terms, you must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. You may not use the material for commercial purposes. To view a copy of this license, visit: <https://creativecommons.org/licenses/by-nc/4.0/>

reveal that frequent, engaging, and platform-specific content enhances visibility and brand recall, while intuitive booking interfaces reduce friction. Trust, reinforced by reviews and reputation management, mitigates perceived risk, and engagement metrics act as social proof that amplifies credibility. Integrated strategies across search engines, OTAs, and social media consistently yield stronger booking outcomes, including higher direct reservations and improved loyalty. The review contributes new knowledge by situating Philippine practices within global benchmarks, identifying contradictions in mediating factors, and underscoring gaps in causal evidence. For practitioners, the study emphasizes continuous investment in visibility, usability, credibility, and authentic engagement. For scholars, it calls for longitudinal and experimental designs to explore emerging technologies such as AI-driven personalization, blockchain, and immersive VR/AR in pre-booking phases.

INTRODUCTION

The hospitality industry has experienced a profound transformation in the past two decades, driven largely by the rapid expansion of digital technologies and the ubiquity of online platforms. Traditional marketing approaches—such as print advertisements, brochures, and word-of-mouth referrals—have been supplemented, and in many cases replaced, by digital marketing strategies that leverage search engines, social media, online travel agencies (OTAs), and reputation management systems. In this new environment, hotels and resorts no longer compete solely on the basis of physical amenities or location; they compete on their ability to be seen, trusted, and engaged with in the digital realm. Online visibility, ease of use, trust, and engagement metrics have emerged as the central determinants of booking behavior, shaping how guests discover, evaluate, and ultimately commit to accommodations.

The imperative of digital presence is underscored by the fact that most travelers now begin their journey online. From the dreaming stage, where inspiration is sought through Instagram posts or travel blogs, to the planning stage, where comparisons are made on OTAs, and finally to the booking stage, where transactions are completed through websites or mobile apps, the guest journey is mediated by digital touchpoints. Visibility across these touchpoints ensures that a property enters the traveler's consideration set. Without visibility, even the most luxurious property risks remaining undiscovered. Yet visibility alone is insufficient. Guests must perceive platforms as easy to navigate, trustworthy, and engaging. The literature consistently demonstrates that digital marketing strategies and visibility only translate into bookings when mediated

by positive guest perceptions and amplified by engagement metrics such as likes, shares, comments, and reviews.

The theoretical foundations of this relationship are rooted in models such as the Technology Acceptance Model (TAM), the Stimulus-Organism-Response (SOR) framework, and Social Proof Theory. According to Davis (1989), the Technology Acceptance Model suggests that individuals are more likely to adopt a system when they perceive it as both easy to use and beneficial to their needs. Applied to hospitality, this means that guests are more likely to complete bookings when websites and apps are intuitive, transparent, and efficient. Mehrabian and Russell (1974) explain the Stimulus-Organism-Response framework as a process in which external stimuli, such as marketing strategies, influence internal states like trust, perceived value, and satisfaction, which in turn lead to behavioral outcomes such as booking decisions. Cialdini (2009) describes social proof as the tendency of individuals to rely on the actions and opinions of others when making decisions. In hospitality, engagement metrics and user-generated reviews serve as validation, reducing uncertainty and encouraging guests to book.

Within this conceptual landscape, several dimensions of digital marketing strategy stand out. Frequency and consistency of content are foundational. Frequent posting ensures that properties remain top-of-mind, maintaining visibility in social media feeds and search results. However, frequency must be balanced with quality, as excessive or irrelevant content can lead to fatigue. Engaging content quality is equally critical. Visual dominance—through high-definition photography, immersive video tours, and drone footage—allows guests to pre-experience their stay, reducing information asymmetry. Authenticity, particularly through UGC such as guest reviews and photos, fosters trust and community. Interactivity, including polls, quizzes, and live Q&A sessions, transforms guests into active participants, deepening brand relationships. Platform-specific optimization further ensures that content resonates with the unique affordances of each channel, from aspirational imagery on Instagram to detailed walk-throughs on YouTube and seamless booking flows on proprietary websites.

The mechanisms linking digital content and visibility to booking behavior are multifaceted. Trust and credibility are central. Guests often consult online reviews, ratings, and search engine results before making reservations. Positive digital interactions enhance trust, while negative reviews can significantly reduce booking intentions. Awareness and recall are equally important. Inspiring, highly visible content sparks desire and increases the likelihood that a property enters the traveler's consideration set. Social proof, facilitated by engagement metrics, signals popularity and reliability, amplifying credibility. Ease of use ensures that intent

translates into action, reducing friction in the booking process. Together, these mediators transform visibility and marketing strategies into actual reservations.

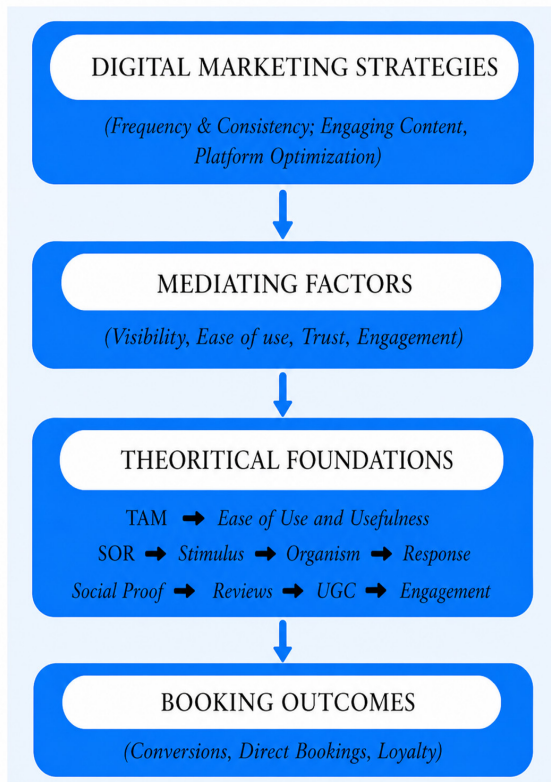
Empirical evidence supports these theoretical claims. Studies show that hotels with strong SEO strategies capture high-intent queries, driving direct bookings and reducing reliance on OTAs. Social media engagement correlates with higher ratings, occupancy, and revenue per available room (RevPAR). Reviews, particularly those rich in emotional content and linguistic style matching, significantly influence conversion rates. E-service quality enhances satisfaction and trust, mediating direct booking intentions. Integrated strategies across search engines, OTAs, and social media consistently yield the strongest impact, driving higher conversions and loyalty. The literature also highlights limitations, including the predominance of correlational evidence, segment heterogeneity across traveler cohorts, and the rapid evolution of digital platforms. Future research is needed to establish causal relationships, quantify optimal posting cadences, and explore emerging technologies such as virtual reality (VR) and augmented reality (AR) in pre-booking phases.

In sum, the introduction of digital marketing strategies and online visibility into hospitality has redefined competitive success. Visibility ensures discoverability, ease of use reduces friction, trust mitigates risk, and engagement amplifies credibility. The combined effect of these elements creates a multiplier that drives booking conversions. For practitioners, the implication is clear: continuous investment in visibility, usability, credibility, and engagement is essential. For scholars, the challenge lies in refining theoretical models and empirical methods to capture the dynamic interplay of these factors. This literature review will synthesize existing research to demonstrate how digital marketing strategies and online visibility, mediated by guest perceptions and engagement, significantly influence booking behavior, providing both practical insights and directions for future inquiry.

FRAMEWORK

Figure 1

Conceptual Framework of Digital Marketing Strategies and Guest Booking Behavior



This conceptual framework illustrates how digital marketing strategies influence guest booking behavior in hospitality through mediating factors, guided by three theoretical lenses: the Technology Acceptance Model (TAM), the Stimulus-Organism-Response (SOR) framework, and Social Proof Theory. Digital Marketing Strategies (frequency & consistency, engaging content quality, platform-specific optimization) act as external stimuli. (2) Mediating Factors (visibility, ease of use, trust, engagement) represent internal guest perceptions shaped by these strategies. (3) Theoretical Foundations: (a) TAM emphasizes ease of use and perceived usefulness. (b) SOR explains how stimuli (digital content)

influence internal states (trust, perceived value) leading to responses (booking). (c) Social Proof Theory highlights the role of reviews, UGC, and engagement metrics in reducing uncertainty. (4) Booking Outcomes: Higher conversion rates, increased direct bookings, stronger loyalty.

Managerial Implications

For practitioners, the findings of this review translate into clear strategic actions: (1) *Invest in SEO and Direct Booking Channels*: Optimize websites and mobile platforms to capture high-intent queries, reducing reliance on OTAs and lowering commission costs. (2) *Leverage User-Generated Content (UGC) for Trust*: Encourage guests to share authentic reviews, photos, and experiences to build credibility and social proof. (3) *Adopt CRM Systems for Personalization*: Use guest data to deliver tailored offers and communication, foster loyalty and repeat bookings. (4) *Integrate Emerging Technologies*: Explore AI-driven personalization tools (chatbots, recommendation engines) and blockchain-based booking systems to future-proof operations and enhance guest confidence. (5) *Balance Frequency with Quality*: Maintain consistent digital presence without overwhelming guests, ensuring that content remains relevant, engaging, and platforms specific. By implementing these strategies, Philippine resorts and hotels can strengthen competitiveness, align with global benchmarks, and deliver digital experiences that resonate with diverse guest segments.

METHODOLOGY

A narrative literature review is a common approach to synthesizing research, characterized by flexibility and interpretive analysis rather than rigid protocols. Unlike systematic reviews, which rely on highly structured procedures and exhaustive coverage, the narrative approach was chosen for this study because of its suitability for emerging topics such as digital marketing strategies in hospitality. Narrative reviews allow the researcher to weave together diverse findings into a coherent discussion, interpret contradictions across studies, and highlight conceptual linkages that may not be evident in rigid systematic syntheses. This flexibility is particularly valuable in fields where evidence is still evolving, methodologies vary widely, and contextual differences (such as cultural and regional factors) shape outcomes. In this way, the narrative form supports interpretive synthesis and provides a richer, more holistic understanding of the phenomenon under study.

The review aimed to capture developments in the last decade, with the search timeframe set between 2015 and 2025 to ensure both relevance and recency.

Inclusion criteria required that studies: (a) focus on digital marketing strategies or guest booking behavior in hospitality; (b) be published in peer-reviewed journals, conference proceedings, or credible industry reports; and (c) provide empirical or conceptual insights into mediating factors such as trust, visibility, ease of use, and engagement. Exclusion criteria eliminated sources that were outdated (prior to 2015), lacked methodological rigor, or addressed marketing in non-hospitality contexts without clear applicability to guest booking behavior.

The procedure for writing a narrative literature review involves several interconnected stages. Each stage requires careful thought, critical engagement, and structured writing. The process begins with clarifying the purpose and scope, moves through searching and selecting literature, continues with reading and synthesizing, and culminates in writing and refining the review.

Stage 1: Clarifying Purpose and Scope

A narrative literature review begins by defining its purpose and boundaries. The aim is not only to summarize existing studies but to construct a focused discussion aligned with research objectives (Ferrari, 2015). In this study, the purpose is to synthesize scholarships on digital marketing strategies and guest booking behavior in hospitality. The scope is limited to research published within the last decade, emphasizing constructs such as trust, ease of use, visibility, and engagement metrics, with particular relevance to the Philippine and Asian hospitality context.

Stage 2: Searching for Literature

The next stage involves identifying relevant sources through a transparent search process. While narrative reviews are less rigid than systematic reviews, rigor remains essential (Green et al., 2006). Databases such as Scopus, Web of Science, JSTOR, and Google Scholar were consulted using keywords including “*digital marketing strategies*,” “*hospitality booking behavior*,” “*online visibility*,” and “*social proof*.” This ensured coverage of both academic and industry perspectives.

Stage 3: Selecting and Organizing Literature

From the pool of identified sources, only those meeting criteria of credibility, methodological soundness, and relevance were retained. Literature was then organized thematically into clusters such as *SEO and visibility*, *trust and credibility*, *ease of use in booking platforms*, and *engagement metrics as social proof*. This thematic organization provided a roadmap for synthesis and ensured logical flow.

Stage 4: Reading and Critical Analysis

Critical engagement distinguishes a narrative review from a descriptive summary. Each source was examined for objectives, methods, findings, and limitations. Comparative analysis highlighted convergences and contradictions—for instance, some studies emphasized trust as the dominant mediator of booking, while others underscored ease of use. Such differences were interpreted in light of methodological approaches and sample contexts.

Stage 5: Synthesizing Literature

Synthesis integrates diverse findings into a coherent narrative. In hospitality marketing, visibility generates awareness, which fosters trust, while engagement metrics amplify credibility and drive bookings. Stronger evidence (e.g., longitudinal studies) was weighed more heavily than correlational findings. Contradictions were explained by differences in demographics or platform design. Gaps were identified, including limited causal evidence on posting frequency, underexplored segment heterogeneity, and the emerging role of virtual and augmented reality. This synthesis clarifies current knowledge and establishes directions for future inquiry.

Stage 6: Writing the Review

The writing process combines analysis with creativity. The introduction contextualizes digital transformation in hospitality, while the body is structured thematically to reflect the clusters of literature. Transitions ensure coherence, and the conclusion distills insights, identifies gaps, and outlines implications for both practice and research. Throughout, a critical voice is maintained, interpreting rather than merely reporting findings, with proper citation to uphold academic integrity.

Stage 7: Refining and Finalizing

The final stage involves revision for clarity, coherence, and adherence to academic standards. Attention was given to grammar, style, and APA 7th formatting. Peer feedback and supervisor input were incorporated to strengthen persuasiveness and ensure that arguments are well supported by evidence. This iterative refinement enhances the review's credibility and publishability.

The authors used AI-assisted tools, including ChatGPT by OpenAI and Grammarly during the preparation of this manuscript. These tools were utilized solely for language refinement, grammar checking, paraphrasing, and improving the clarity and organization of the manuscript.

RESULTS AND DISCUSSION

Digital marketing strategies in hospitality operate through interconnected dimensions that influence guest booking behavior. The literature consistently highlights three core areas: frequency and consistency of content, engaging content quality, and platform-specific optimization. These strategies shape visibility, trust, ease of use, and engagement, which serve as mediating factors in the decision to book.

Critical Contradictions

While the literature consistently identifies visibility, ease of use, trust, and engagement as mediating factors in booking behavior, contradictions emerge regarding which factor exerts the strongest influence. These inconsistencies highlight the complexity of digital marketing in hospitality and underscore the need for context-sensitive analysis.

Trust vs. Ease of Use

Several studies emphasize trust as the dominant mediator, particularly in high-risk contexts where guests rely heavily on reviews, ratings, and reputation management before committing to a booking. For example, Testa (2007) found that perceived risk reduction through credible reviews significantly increased booking intention.

In contrast, other studies highlight ease of use as the decisive factor, especially among younger, tech-savvy cohorts. Davis's (1989) Technology Acceptance Model suggests that intuitive, seamless booking interfaces drive adoption regardless of trust levels. This is evident in mobile-first markets where guests prioritize speed and convenience over extensive reputation checks.

Cultural Differences

In collectivist cultures such as the Philippines, social proof and trust derived from peer recommendations and user-generated content carry more weight than platform usability. Guests often rely on community validation before making decisions.

Conversely, in individualist cultures like the US and parts of Europe, ease of use and efficiency are often prioritized, with guests expecting streamlined booking flows and responsive digital platforms.

Generational Cohorts

Millennials and Gen Z tend to value ease of use and interactivity, preferring

mobile apps, chatbots, and gamified booking experiences.

Older cohorts (Gen X and Baby Boomers) place greater emphasis on trust and credibility, often relying on established brands, detailed reviews, and reputation management systems before booking.

Platform Design

Contradictions also arise from differences in platform architecture. Social media platforms (e.g., Instagram, TikTok) emphasize engagement and trust through visual storytelling and UGC, while proprietary hotel websites emphasize ease of use and conversion efficiency.

This divergence suggests that the relative importance of mediating factors depends on the digital channel through which guests interact with hospitality brands.

Dimensions of Digital Marketing Strategy

Frequency and Consistency: Maintaining Top-of-Mind Awareness Regular posting across digital platforms ensures hotels and resorts remain visible in guests' consideration sets. Consistency strengthens brand recall and awareness, but excessive posting risks content fatigue. The balance between frequency and relevance is critical to sustaining engagement. Studies show that predictable, valuable cadences maximize touchpoints without overwhelming prospective guests.

Engaging Content Quality: Emotional Connection and Social Proof High-quality, visually rich content—such as immersive video tours, drone footage, and authentic guest reviews—reduces uncertainty and builds trust. User-generated content (UGC) and interactive features deepen brand relationships and provide social proof, validating booking decisions. Engagement of metrics (likes, shares, comments) acts as signals of credibility and popularity. Visual dominance and experiential storytelling allow guests to “pre-experience” their stay, reducing information asymmetry and boosting confidence in booking decisions.

Platform-Specific Optimization: Targeting the Guest Journey Stage Different platforms serve distinct roles in the guest journey. Instagram and Pinterest inspire awareness through aspirational imagery; YouTube builds trust through detailed walk-throughs, and proprietary websites convert intent into bookings via seamless interfaces. Tailoring content to each platform's affordances maximizes relevance and conversion. Format also matters content that leverages native features (short vertical videos, live streams) perform better than repurposed material.

Mechanisms Linking Content to Booking Behavior

Trust, E-WOM, and Social Proof Visibility alone does not guarantee bookings; trust mediates the relationship. Online reviews, ratings, and influencer endorsements reduce perceived risk. Electronic word-of-mouth (e-WOM) and engagement metrics amplify credibility, signaling reliability and responsiveness. Guests interpret active engagement as evidence of credibility and responsiveness, strengthening booking intentions.

Conversion and Direct Bookings Integrated strategies across search engines, OTAs, and social media funnel guests toward direct bookings. Hotels that invest in SEO and personalized landing pages reduce reliance on OTAs, lowering commission costs and strengthening brand loyalty. Optimized landing pages with clear calls-to-action and consistent brand narratives increase conversion rates compared to static content.

CRM and Personalization Customer Relationship Management systems leverage guest data to deliver tailored offers and personalized communication. This personalization fosters repeat bookings and long-term loyalty, transforming one-time guests into brand advocates. Hyper-personalized marketing strengthens both conversion and retention.

Synthesis of Evidence

The evidence demonstrates that visibility, trust, ease of use, and engagement function as mediators between digital marketing strategies and booking behavior. When combined, these elements create a multiplier effect: visibility generates awareness, ease of use reduces friction, trust mitigates risk, and engagement amplifies credibility. Integrated, platform-specific strategies consistently yield stronger outcomes, including higher conversion rates, increased direct bookings, and improved guest loyalty.

Theoretical models such as the Technology Acceptance Model (TAM), Stimulus-Organism-Response (SOR) framework, and Social Proof Theory provide explanatory grounding. TAM emphasizes ease of use and perceived usefulness in driving adoption of booking platforms. SOR highlights how external stimuli (digital content) shape internal states (trust, perceived value) that lead to booking behavior. Social Proof Theory explains how engagement metrics and UGC validate decisions, reducing uncertainty. Together, these frameworks clarify why digital marketing strategies exert such a profound influence on hospitality booking behavior.

Regional Context

Philippine Context

Recent local studies highlight how digital marketing strategies directly shape guest experiences and booking behavior in Philippine resorts: (1) CALABARZON Resorts: Atienza and Ylagan (2025) found that resorts in CALABARZON rely heavily on social media visibility and guest engagement to drive behavioral intention, with Facebook and Instagram serving as primary booking influencers. (2) Metro Manila Hospitality Sector: Marketing agencies in Manila emphasize SEO and reputation management as critical for urban hotels competing in saturated markets. These strategies focus on balancing frequency of posting with authentic guest reviews to build trust. (3) Nasugbu and Batangas Resorts: Evidence suggests that coastal resorts depend on user-generated content (UGC) and influencer partnerships to attract domestic and international tourists, highlighting the importance of trust and social proof in leisure destinations.

Global Benchmarks

Comparisons with international hospitality benchmarks reveal both similarities and gaps: (1) Europe & US: The 2025 Hospitality Benchmark Report (Revinate, 2025) shows that hotels in North America and Europe optimize multi-channel engagement (email, SMS, voice, and AI-powered messaging) to sustain loyalty and repeat bookings. (2) Asia-Pacific: Panadvert (2025) notes that Asian hotels increasingly adopt hyper-personalization, influencer marketing, and blockchain-secured transactions to enhance direct bookings. (3) Global Trends: International leaders emphasize AI-driven personalization, dynamic website content, and social commerce as emerging strategies, while Philippine resorts remain more reliant on traditional social media visibility and e-WOM.

Emerging Technologies

Beyond established strategies such as VR/AR, short-form video, and social commerce, recent developments highlight the growing role of AI-driven personalization and blockchain technologies in hospitality marketing.

AI-Driven Personalization: Chatbots, recommendation engines, and predictive analytics allow hotels to deliver tailored offers, real-time assistance, and hyper-personalized booking experiences. These tools enhance guest satisfaction by anticipating needs and reducing friction in the decision-making process.

Blockchain for Secure Bookings: Blockchain technology offers transparent, tamper-proof transactions that reduce fraud and increase trust in online reservations. By ensuring secure payments and verifiable booking records,

blockchain strengthens guest confidence and supports direct booking strategies.

Integration with Existing Strategies: When combined with VR/AR immersive previews, short-form video storytelling, and social commerce features, AI and blockchain create a cutting-edge ecosystem that enhances visibility, trust, and conversion.

These emerging technologies represent the next frontier of digital transformation in hospitality, positioning resorts and hotels to compete globally while meeting evolving guest expectations.

Synthesis

By situating Philippine hospitality practices within global benchmarks, the review demonstrates that: (1) Local resorts prioritize visibility and trust through social media and UGC, reflecting resource constraints and cultural reliance on peer validation. (2) Global leaders emphasize technology-driven personalization and multi-channel integration, showing a more advanced stage of digital transformation. (3) This contrast underscores the need for Philippine resorts to adopt emerging technologies (AI, VR/AR, blockchain) while maintaining the authenticity and community-driven engagement that resonates with Filipino travelers.

CONCLUSION

This narrative literature review demonstrates that digital marketing strategies—particularly visibility, ease of use, trust, and engagement—function as interdependent drivers of guest booking behavior in hospitality. Evidence across SEO, social media, online travel agencies, and reputation management reveals a multiplier effect: visibility generates awareness, ease reduces friction, trust mitigates perceived risk, and engagement amplifies credibility. Together, these elements reinforce one another in a dynamic cycle that sustains guest interest, validates decision-making, and strengthens long-term loyalty.

Importantly, the review highlights contradictions in the literature, such as whether trust or ease of use is the dominant mediator of booking behavior. Some studies emphasize trust as critical in high-risk contexts, while others underscore ease of use as decisive in digital adoption. These differences reflect methodological approaches, cultural contexts, generational cohorts, and platform design, underscoring the need for more nuanced, segment-specific research. Such heterogeneity suggests that strategies must be tailored to diverse guest profiles rather than relying on one-size-fits-all solutions.

Novel contributions of this review include identifying gaps in causal evidence,

the limited exploration of segment heterogeneity, and the underexamined role of emerging technologies. Virtual reality (VR) and augmented reality (AR) offer immersive pre-booking experiences that reduce uncertainty, while AI-driven personalization and blockchain-secured transactions represent the next frontier of trust and efficiency. Similarly, short-form video, live commerce, and social shopping features present opportunities for engagement, though their long-term impact remains underexplored.

For practitioners, the findings underscore the need for continuous investment in integrated, platform-specific strategies that balance frequency with quality and prioritize authentic engagement. Hotels and resorts must move beyond generic promotional content toward personalized, interactive, and trust-building digital experiences. This requires technical optimization (SEO, mobile responsiveness, CRM integration) alongside strategic storytelling that resonates emotionally with guests and fosters community through user-generated content and social proof.

For scholars, the review refines theoretical models by linking the Technology Acceptance Model (TAM), Stimulus-Organism-Response (SOR) framework, and Social Proof Theory to hospitality contexts. TAM clarifies the role of ease of use and perceived usefulness in platform adoption; SOR explains how external stimuli shape internal states such as trust and perceived value; and Social Proof Theory highlights how peer validation reduces uncertainty and encourages bookings. Future research should employ longitudinal and experimental designs to establish causality, quantify optimal posting cadences, and examine how emerging technologies interact with traditional digital strategies.

Ultimately, this study contributes to new knowledge by positioning digital marketing not merely as a promotional tool but as a strategic determinant of competitiveness in the digital age. In a landscape where guest decisions are increasingly mediated by digital touchpoints, the ability of hospitality firms—particularly in the Philippines—to design, deliver, and sustain integrated digital strategies will define their success. By bridging theoretical insights with practical imperatives, this review provides a roadmap for both practitioners and scholars to navigate the evolving terrain of hospitality marketing.

Funding: This research received no external funding.

Institutional Review Board (IRB) Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: No new data were created.

Conflicts of Interest: The author declares no conflict of interest.

LITERATURE CITED

- Atienza, M. M., & Ylagan, A. (2025). Digital marketing, guest experience and behavioral intention among resorts in Calabarzon. *International Journal of Research*, 13(1). DOI:10.5861/ijrsm.2025.25036
- Testa, M. R. (2007). A deeper look at national culture and leadership in the hospitality industry. *International Journal of Hospitality Management*, 26(2), 468-484. <https://doi.org/10.1016/j.ijhm.2006.11.001>
- Cialdini, R. B. (2009). *Influence: Science and practice* (Vol. 4, pp. 51-96). Boston: Pearson education.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 13(3), 319-340. <https://doi.org/10.2307/249008>
- Ferrari, R. (2015). Writing narrative style literature reviews. *Medical writing*, 24(4), 230-235. <https://doi.org/10.1179/2047480615Z.000000000329>
- Green, B. N., Johnson, C. D., & Adams, A. (2006). Writing narrative literature reviews for peer-reviewed journals: secrets of the trade. *Journal of chiropractic medicine*, 5(3), 101-117. DOI: 10.1016/S0899-3467(07)60142-6
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Panadvert. (2025, November 25). *Top digital trends in hospitality for 2025*. <https://www.panadvert.com/expert-advice/top-digital-trends-in-hospitality-2025/>
- Revinat. (2025, March 24). *2025 Hospitality Benchmark Report*. <https://info.revinat.com/rs/912-DWT-370/images/2025-hospitality-benchmark-report-complete.pdf>