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Reimagining Tourism Business through Digital Marketing: A Sustainable Perspective

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ABSTRACT

The overarching aim of this paper is to discuss the sustainable method of marketing tourism business using digital marketing. The study aims to know how digital marketing can help in the long-term development of the tourism sector. A total of 429 respondents were used to gather data in this study. The analysis of the data was performed in structural equation modelling (SEM) technology. The single-factor test by Harman was used to investigate the Common Method Bias (CMB), which identified 39.74% of the total variance, showing that there is no Common Method Bias. Variance Inflation Factor (VIF) was used to check the multi-alignment and it was less than the recommended limit. Cronbach Alpha (0.754-0.838), Composite Reliability (0.717-0.851) was used to verify reliability in the assessment of measurement model. The Value of Average Variance Extracted (AVE) of convergent validity was 0.533 to 0.757. The HTML ratio of discriminative validity was known to be less than 0.90. Findings of the structural model indicate that the perceived ease of use and the perceived usability make a difference of the 40.7% variance in the social media marketing. "The 65.3% of variance in hotel performance is explained by social media marketing, perceived utility, and perceived ease of use. This study has implications on the tourism practitioners and marketers. Tourism business can also be promoted in a sustainable manner with the successfully implemented digital marketing strategies. Paying attention to the perceived utility and the ease of use may appeal to tourists and enhance the hotel performance.

Keywords: Digital Marketing, Tourism Business, Sustainable Approach, SEM, TOURISM.

1. INTRODUCTION

The world tourism sector is in a transformational stage and two pillars, digitization and sustainability have come into being. COVID-19 pandemic has also spurred this change, thus, in which the concept of the new era has entirely transformed how the businesses in tourism operate and market. The post-pandemic period has resulted in the emergence of changes in the nature of tourist behaviour, preferences, and travel decision-making like never before. The tourism business has been transformed by digital marketing. Tourist enterprises can now access their target market around the world through social media, search engine optimization (SEO), content marketing and influencers. The authors Philip Kotler et al. (2019) argue that the success of marketing in the era of the Internet is determined by the way in which corporations will develop relevant relationships in digital platforms with their target audience. This relationship is even more significant in the tourism industry since it is an experience service industry, in which a consumer is unable to test the product prior to buying.

The tourism business has a lot of challenges. The problems of health and safety, travel limits, evolving consumer tastes and economic uncertainties have obliged tourism companies to reconsider their strategies. The researchers discovered that due to the pandemic, three major shifts in tourist behavior have taken place: the growing sensitivity to health and hygiene, the tendency to domestic tourism, and the rising demand toward digital services (Gretchen and Ritchie, 2021). This has presented the digital marketing position all the more significant as a result of these changes. Sustainable tourism is another concept that has received considerable attention in the recent years. Responsible travel has become a more responsible choice by tourists due to the increasing concern on climate change,

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the environment and social responsibilities. Daniel Scott et al. (2022) suggest that sustainable tourism does not merely assist in protecting the environment, but it is also a key to business success in the long term. Digital marketing may be very important in facilitating sustainable tourism practices, training tourists and making them adopt environmental friendly habits. Technology Acceptance Model (TAM) is the most popular model that is applied to comprehend the process of user acceptance and adoption of new technologies. In this model postulated by Davis (1989), the two significant ways that determine technology acceptance are the perceived usability and the perceived ease of use. This model is applicable in the tourism industry in the perception of online services and digital marketing by tourists. In their research, Ukpabi and Karjaluoto (2021) discovered that the perceived ease of use and the perceived utility are important determinants of the online booking of his or her travels by a tourist.

The new opportunities presented to tourism businesses by social media marketing include new opportunities. Jakobsen and Mysko (2023) contend that the marketing of tourist destinations transformed due to visual platforms, such as Instagram and Tik Tok. The content shared on these platforms, especially the photos and videos of traveling experiences, have a strong effect on the choices of prospective tourists. Likewise, Chen and Law (2024) discovered that positive reviews and ratings of hotel reviews websites such as TripAdvisor can facilitate hotel booking and popularity of tourism destinations. Digital marketing has especially impacted the hotel business. As Kim and Lee (2022) state, the online presence of hotels, the quality of the hotel website, social media work, as well as online reviews, directly affect the work effectiveness of the hotel. They discovered that post-pandemic recovery was quick in hotels that invested in digital marketing. Also, Rodriguez and Diaz (2023) discovered that individualized digital marketing that relies on the previous behavior and preference of customers enhances customer loyalty and re-purchase. The interconnection between the digital marketing and sustainable tourism is also of significance. Higgins-Disbiolis et al. (2024) discovered that digital platforms are useful in supporting sustainable tourism practices. Through social media, the tourism companies are able to demonstrate their environmental friendly practices which may include saving energy, crushing garbage and aiding the local community. This does not only appeal to the environmentally conscious tourists but also helps in building the brand image of the business. Digital marketing has acquired particular importance in the framework of the Indian tourism business. Sharma and Singh (2023) report that young and urban tourists in India use digital platforms more and more. They concluded that travel-related information on social media is significant in helping the Indian tourists to determine the destination they would want to visit, their booking of accommodation and their program. On the same note, Gupta and Verma (2024) discovered that Indian hoteliers are targeting not only local but also international tourists via digital marketing. The given research study is trying to address this gap. This paper carries out research on the sustainable business of promoting tourism business by using digital marketing, the relationship between digital marketing and perceived utility, perceived ease of use, and hotel performance through the application of Technology Acceptance Model (TAM).

2. LITERATURE REVIEW

The digital marketing and correlation of the tourism business to the sustainable approach in the The COVID-19 pandemic not only brought the tourism sector to unprecedented difficulties but also increased the process of digitalization and sustainability. This is because this literature review assesses the interrelationships of digital marketing, tourism business, and sustainable development. Tourist behaviour has been taken by storm in the post-pandemic era. The book "Tourist Behavior and the New Normal," edited by Shem Wambugu Mangie, Vanessa G.B. Govarsankar, and Maximiliano E. Corstanze (2024) argues that the pandemic, geopolitical factors, and climate issues have caused the change in the travel pattern dramatically. According to the book, new complexities in the tourism industry have been created due to emerging tourism experiences, niche markets, and service-driven by technology, which have created more sustainable consumption patterns. In their systematic review study, Evangelos Christo, Antonios Gianopoulos, and Ioanna Simeli (2025) discovered that social media platforms have played an important role in marketing of tourism, consumer perceptions, and travel activities. Their meta-analysis results indicate that the impact of social media marketing on destination image (Cohen D = 0.61), trip intent (D = 0.54) and user engagement (D = 0.43) is positive.

The digital marketing has absolutely transformed how tourism businesses are run and how they relate with the

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customers. Hanif Hassan, Dia Natalisa, Deris Stiavan and Istani Andriana (2025) provides a systematic review of the integrated marketing communication (IMC) and digital marketing strategies in the event tourism context. Their study reviewed 87 peer-reviewed articles, and it was discovered that social media and data-driven marketing are essential to enhancing the decision-making of tourists and the attractiveness of the destination. Onesimo Cuamiglia, Jessica Lozano-Ramírez/Ramirez and Karen Ramos (2025) further developed the Technology Acceptance Model (TAM) to discover that the quality of the websites and social media significantly influence the intention to continue using it among tourists. In their study, they propose that the perceived ease of use and perceived utility with attendant positive attitudes and positive electronic word-of-mouth (e-WOM) play a significant role in influencing the decision to adopt technology.

Most researchers have explored the connection between digitalization and the branding of sustainable tourism. A systematic literature review conducted by Excel Gavelian et al. (2025) found that digital technologies (including virtual reality (VR), augmented reality (AR), mobile applications, artificial intelligence (AI) and social media) can improve the destination image, Sustainability are becoming more and more important in supporting the image and promoting authenticity. They have introduced conceptual frameworks like digital-sustainability branding measures and destination archetype typology which are useful in categorizing digital strategies and determining the maturity of destination branding. A bibliographic review of technological acceptance model (TAMs) development in tourism-culture-museum and mainstream service industries was performed by Heng Jun Zhang, Wilco Y.H. Chan, Rachel Luna Peralta, and Chami Lau (2025). His work has determined the trendiest features of TAM, with the most significant focus on the 4Echaracteristics (interaction, efficacy, pleasure, and experience) and suggested a new paradigm of TAM including emotional, social, and control aspects. Social media branding (SMB) and artificial intelligence (AI) have a special place in the context of emerging economies. The article by Norman Goerlich et al. (2025) examined the role of SMBs and AI in enhancing green tourism in the emerging economies like Egypt. The PLS-SEM analysis of the data gathered using 583 respondents indicated that the correlation between SMBs and green tourism, and AI and green tourism are significant. The research proposes that SMBs and AI have an important role in enhancing green tourism through creating awareness on eco-friendly tourism sites. The article by Mridhusha Mohanan and Suraj Kushe Shekhar (2025) investigated how social media information sharing (SMIS) affects the green tourism intentions of young tourists. The data analysis of 412 respondents showed that SMIS positively influences green tourism intentions (GTI) mediated by electronic word-of-mouth (e -WOM) and environmental awareness (EA). In their study, they concluded that e-WOM had a greater mediating impact than environmental awareness, which is very important in influencing sustainable tourism behavior."

Social media user-generated content (UGC) has a great impact on the decision of the tourists. As it is mentioned by Christo et al. (2025), the Instagrammability of a destination is at the same level of importance as its historical importance or ecological importance. The trends of arrival of tourists are becoming more and more impacted by the algorithms, viral posts on social media, and influencer-procreated content. The problems of power, representation and control also emerge through this change, as the contents provided as tourism tend to further reinforce limited cultural values and promote Western, urban-centric aesthetics. In their systematic literature review, Hassan et al. (2025) established that integrated marketing communication (IMC) has become a topical focus in the literature, and there is an increasing focus on the engagement of tourists, personalization of their experience, and authenticity of messages. Their study offers strategic information to tourism stakeholders to develop coordinated marketing initiatives that have the potential to promote the growth of tourist numbers and contribute towards sustainable growth of event destinations.

Gavelian et al. (2025) note that digital technologies offer destinations new possibilities to share the sustainability values and reach environmentally conscious travelers. It is a mobile application that is being implemented to present real time information on eco-friendly housing, low-carbon transport services, as well as cultural heritage tourism. VR and AR technologies have become potent means of sustainable tourism experience promotion since tourists can visit a location in a responsible and virtual manner and visit it before traveling. According to Christo et al. (2025), their research also revealed a number of crucial challenges and gaps in research. They found that they were geographically biased, lacking studies of new platforms, and had no longitudinal and ethical analysis. Major sustainability issues were raised, such as "overtourism," objectification of culture, and digital disparities, and

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algorithmic bias. He proposed specific behaviours in relation to the platforms, long term effects and integrated online strategies that are appropriate to global tourism diversification. The research gaps that Gavelian et al. (2025) have indicated are also a lack of representation of the global south, insufficient use of longitudinal techniques, and the inadequate incorporation of SDG-aligned impact indicators. Their results offer practical advice to policymakers, marketers and tourism managers in how to exploit the digitization in a strategic manner to establish competitive and sustainable tourism destination brands.

Zhang et al. (2025) bibliographic analysis have recognized common mediators, moderators, and variables in TAM research. Their results illuminated the incorporation of TAM into significant researchers based on 4Echaracteristics (interaction, efficacy, enjoyment, and experience). They discovered that the tourism-culture-museum industry is oriented at the extended reality (XR), whereas the mainstream services industry is oriented at various innovations. He suggested TAM variant to optimize the framework using 4E factors and barrier factors as well as focusing on emotional, social and control factors. Mangy et al. (2024) have observed that the contemporary period of the new normal has encountered greater resilience of the tourism business. His book proposes remedies in 9 thematic areas in correspondence with the United Nations Sustainable Development Goals (SDGs) and examines the changing nature of the tourist behaviour in the fast changing world and the consequences to tourism resilience. In their study, Ramos et al. (2025) said that there is an expansion of technology acceptance model, which allows the tourism businesses to gain more insights into the intent to continue visiting the aesthetic tourist destinations and develop strategies accordingly.

As analyzed in the above literature review, it is apparent that digital marketing and sustainable tourism have a strong correlation in contemporary era. This relationship has been investigated by different scholars on different aspects such as the effectiveness of social media marketing, increased use of technology acceptance models, and the use of digital tools in sustainable tourism development. Nevertheless, available literature lacks empirical research studies to examine how digital marketing is linked with the tourism business performance in the Indian context particularly the sustainable approaches. This gap is tried to be closed by the given research study.

3. RESEARCH METHODOLOGY

3. 1. Research Design

The given research relies on the quantitative research design to assess Promoting Tourism Business through Digital Marketing. This research is grounded on causal research design which analyzes cause effect relationships among various variables. The rationale behind this design is that it assists in making sense of the complicated association between digital marketing techniques and the business performance of tourism. It is a cross-sectional study, in which data were collected at one point in time.

3.2. Theoretical framework

This research is theoretically founded on Technology Acceptance Model (TAM) postulated by Davis (1989). In this model, the perceived ease of use and perceived usability are the two important factors that determine the intention to use a technology. It is on this theoretical framework that this study explores how digital marketing is related to perceptions of utility, ease of use, and hotel performance.

3.3. Data Collection and Sampling

Data collection on this research was done by the use of a structured questionnaire. The questionnaire was split into two sections where part one involved question concerning the demographic detail of the respondents (age, gender, education, income) and part two involved questions based on the Likert scale (1-strongly disagree to 5-fully agree) in order to be able to measure the various constructs of the technology acceptance model. The study saw the collection of data on 429 respondents. Sample selection was done by convenient sampling technique. The primary selection criterion was that the respondents were consumers that use tourism services (hotels, travel) and were accustomed to using digital platforms.

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3.4. Measurement Instruments

The measurement scales contained in the questionnaire were modified on the basis of the already published works in order to guarantee their validity and reliability. Questions to measure the perceived utility and ease of use were founded on the research conducted by Davis (1989). The questions to be used to measure social media marketing were based on the questions in the study by Kim and Lee (2022), and the questions to be used to measure the hotel performance were based on the questions in the study by Rodriguez and Diaz (2023).

3.5. Estimating Common Method Bias

Details pertaining to endogenous and exogenous (exogenous) variables within the data collection process were found among respondents of similar nature. As such, one should take the problem of Common Method Bias (CMB) in the data set into account. This article was inspired by the study of Kumar et al. (2024) and employed the "Hermann's Single-Factor Test" to determine the occurrence of CMB. “The simplest premise of using this test is that in case one component alone contributes over 50 percent of the variance, the CMB will be the issue. In this research, represents about 39.74 per cent of the overall change, which means that CMB does not constitute a big issue in this study, as the research by Kim Kwee et al. (2023) confirms.

Also, the analysis of multialignment was performed based on the Different Variance Inflation Factor (VIF). Heyer et al. (2019) state that a value of less than five VIFs indicates that the latent constructs do not include any multialignment issue. The VIF in this model falls below the level suggested in the literature, which is an assurance of robustness of the model at hand (Kumar et al., 2023).

3.6. Measurement Model Assessment

Measurement model performs a confirmationatory factor analysis to ensure reliability and validity. The rule of Heyer et al. (2019) states that the outer load greater than 0.5 is acceptable in relation to each item . The internal consistency of the items in the current study was observed as the external weight of all the items was found to be bigger than 0.5. In order to check internal consistency, Cronbach Alpha (CA) and Composite Reliability (CR) were used to measure the reliability of measurements used in this research study. Heyer et al. (2019) indicated that CA and CR are expected to have the value between 0.70 and 0.95. The values of all the variables in this study were found to be between CA (0.754-0.838) and CR (0.717-0.851) and hence, there is reliability and validity. To measure the convergent validity, the AVE was utilized. Fornell and Larker (1981) state that to ascertain the convergent validity, the AVE of the whole variables ought to surpass 0.5. The AVE value of the constructions of this research was 0.533 to 0.757 and it can be seen that those items in the same constructions contribute to greater than 50 percent of the variability in the same construction hence satisfies this criterion. The values of heterorate-monorate (HTML) ratios were also used in this paper to determine the discriminant validity of factors. Such values were under the range of 0.90 which is satisfactory discriminatory validity, as verified by Kumar et al. (2024).

3.7. Ethical considerations

Ethical standards were adhered entirely in this research. The purpose of the study was explained to all respondents and they also gave their informed consent. The personal data of the respondents were kept secret so that their confidentiality would not be jeopardized, and only the general information was analyzed. It also provided that the respondents had the freedom to drop out of the study at any point of time.”

4. ANALYSIS AND INTERPRETATION

The framed hypotheses were analysed using PLS-SEM in this paper. According to Hair et al. (2019), the “PLS-SEM” is very appealing to many researchers as it enables them to create sophisticated models, involving many variables and structural pathways without distributional assumptions. “With the assistance of a smaller sample, scholars can study causal relationships with greater confidence and accuracy by applying PLS-SEM (Almansour et al., 2024). Therefore, PLS-SEM was deemed an adequate tool to use in the current study than other forms of analysis.

4.1 Common method bias (CMB)

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A data collection process entailed the collection of data on similar respondents on both endogenous and exogenous variables. Thus, one should take into account the CMB problem in the data set. Inspired by the article of Kumar et al. (2024), the article utilized a method of the test of single factor applied by Harman to evaluate the presence of CMB. The fundamental assumption of using this test is that in case either a single component will explain over 50 percent of the variance, then there is a CMB issue. The factor contributes 39.74 percent of the overall variability in this research hence CMB is not a major issue in this research as affirmed by the study of (Kim Quy et al., 2023). Also, Table I has the information about the analysis of collinearity based on the so-called variance inflation factor (VIF), which is less than five, which means that there is no multicollinearity in the latent constructs. Based on the standards suggested in the literature, the value of VIF in this model falls below the threshold, which guarantees that the present model is robust (Kumar et al., 2023).

Table 1 Loadings and measurement model

Construct and scale items	Outer loadings	Variance inflation factor (VIF)	Cronbach's alpha (CA)	Composite reliability (CR)	Average Variance Extracted (AVE)
Perceived usefulness (PU)			0.838	0.851	0.757
(PU1)	0.815	2.302			
(PU2)	0.845	2.120			
(PU3)	0.945	3.786			
Perceived ease of use (PEOU)			0.807	0.822	0.631
(PEOU1)	0.83	2.027			
(PEOU2)	0.84	2.010			
(PEOU3)	0.72	1.566			
(PEOU4)	0.782	1.465			
Social media marketing (SMM)			0.831	0.833	0.664
(SMM1)	0.778	1.600			
(SMM2)	0.84	2.021			
(SMM3)	0.792	1.736			
(SMM4)	0.847	2.005			
Hotel performance (HP)			0.714	0.717	0.533
(HP1)	0.719	1.209			
(HP2)	0.736	1.757			
(HP3)	0.712	1.697			
(HP4)	0.751	1.35			

Note(s): (CR= Composite reliability, AVE=Average variance extracted)
Source(s): Calculated by the author

Table 2 Discriminant validity-Fornell-Larcker criterion

Variables	Perceived usefulness	Perceived ease of use	Social media marketing	Hotel performance
Perceived usefulness	**(0.870)**			
Perceived ease of use	0.199	**(0.795)**		

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Social media marketing	0.621	0.266	**(0.815)**	
Hotel performance	0.733	0.344	0.696	**(0.730)**
Discriminant validity-Heterotrait-Monotrait (HTMT) ratio				
Variables	Perceived usefulness	Perceived ease of use	Social media marketing	Hotel performance
Perceived usefulness				
Perceived ease of use	0.231			
Social media marketing	0.739	0.311		
Hotel performance	0.889	0.458	0.899	

Note(s): Bold values in parentheses represent the square root of AVEs.
Source(s): Calculated by the author

4.2 Measurement model assessment

The confirmatory factor analysis is done to verify the reliability and validity at the measurement model. According to the thumb rule created by Hair et al. (2019), the outer loading of over 0.5 is considered acceptable with each item. The reliability of items was confirmed by all the items in the present study with outer loadings more than 0.5. Similarly, to check the internal consistency, CA and composite reliability (CR) were used to assess the reliability of measures in this study. According to Hair et al. (2019), CA and CR are supposed to be of value between 0.70 and 0.95. All the variables in this study indicated CA (0.754-0.838) and CR are between (0.717-0.851) hence reliability and validity have been met.

To evaluate convergent validity, the average variance extracted (AVE) was used. Following Fornell and Larcker (1981), the AVE of all the variables should be above 0.5 to satisfy the requirements of convergent validity; the constructs in the study had a range of (0.533- 0.757) which revealed that the items of the same constructs explained more than 50 percent of the variance of the same construct and thus, met the requirements. There is also the use of the Heterotrait-Monotrait (HTMT) ratio values, which were used in the paper to determine the discriminant validity of factors. These values fell under the threshold of 0.90 which indicates satisfactory discriminant validity which was confirmed by Kumar et al. (2024) (see Table II).

4.3 Structural model estimation

The coefficient of determination (R 2) and path coefficients (0) of the structural model were assessed using a bootstrapping process with 5,000 resamples. In line with this, the results of the structural model reveal that the R^2 of 0.407 indicates that the perceived usefulness and perceived ease of use are the drivers of the variance of social media marketing by 40.7. In the same way, R^2 value of 0.653 indicates that the perceived usefulness, perceived ease of use and social media marketing produce a 65.3% change in hotel performance. Cohen (2013) used the following classification of f^2: small, medium and large with (0.02 0.15), (0.15 0.35) and (0.35), respectively. The current paper has variables with effect sizes which are small to medium as seen in Table III.

Table 3: Path estimates

Hypotheses	Hypothesized path	Path coefficient	f^2	t-statistics	Results
H1a	Perceived usefulness → Social media marketing	0.592	0.566	13.944	Supported
H1b	Perceived usefulness → Hotel performance	0.482	0.411	11.217	Supported

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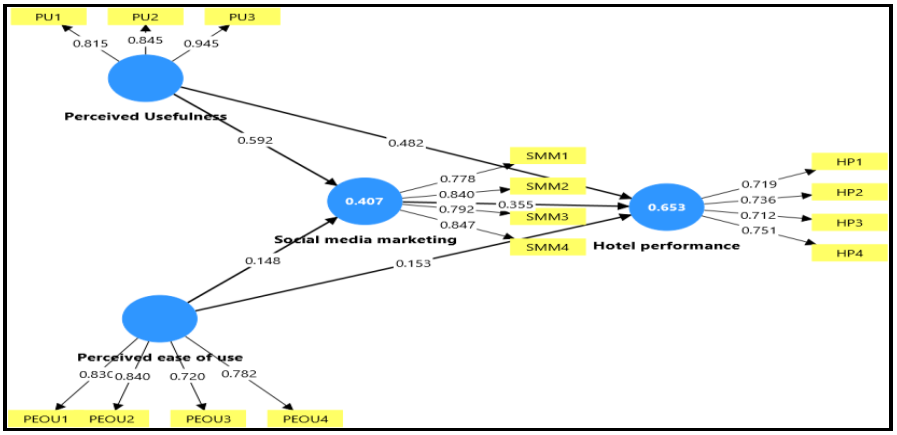
H2a	Perceived ease of use → Social media marketing	0.148	0.035	3.502	Supported
H2b	Perceived ease of use → Hotel performance	0.153	0.063	4.458	Supported
H3	Social media marketing → Hotel performance	0.355	0.216	8.455	Supported

Mediation analysis

Hypotheses	Construct	Total indirect effect		
		Path coefficient	t-statistics	Results
H4	Perceived usefulness → Social media marketing → Hotel performance	0.210	7.255	Supported
H5	Perceived ease of use → Social media marketing → Hotel performance	0.053	3.087	Supported

Note(s): Significance at: $p < 0.001$, $p < 0.01$, $p < 0.05$ (two-tailed)

Figure 1: SEM Tourism business and digital marketing



Source: Created by the author

The result shows that perceived usefulness influences social media marketing significantly with (= 0.592, p = 0.00), then there is perceived ease of use (= 0.148, p = 0.00). Thus, H1a and H2a are supported. On the same note, the results show that perceived usefulness has a significant impact on the hotel performance (= 0.482, p < 0.001) and social media marketing (= 0.355, p < 0.001), perceived ease of use (= 0.482, p < 0.001), thus supporting H1b, H2b and H3.

4.4 Mediation effect

PLS-SEM mediation analysis can be used to reveal the specific and interdependent processes of variables in the structural model. This is a type of analysis which looks at the influence of one variable on the other with the help of mediators and shows the existence of hidden patterns and the interaction of various factors. The outcome shows that the indirect effect of Perceived usefulness, Social media marketing, Hotel performance (=0.210 , p < 0.001), Perceived ease of use, Social media marketing, Hotel performance (=0.053 , p < 0.001). Table 5 supported H4 making sure that mediation occurs."

4.5. Explanation of Direct Effects

The Impact of Perceived Utility on Social Media Marketing (H1A)

The initial (H1 A) hypothesis was that social media marketing is positively affected by perceived utility. The findings indicate that the perceived utility and social media marketing have a path coefficient (= 0.592), which is significantly larger (p < 0.001). It implies that consumers use social media more when they believe that the social media can be of use to them, i.e. help them get information related to tourism, book hotels and make traveling-related decisions.

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This is in line with the conclusion of Davis (1989) technology acceptance model, which posits that the perceived utility is one of the determinants of technology acceptance.

The Impact of Perceived Ease of Use on Social Media Marketing (H2A)

The second hypothesis (H2A) was that perceived ease of use impacts positively on social media marketing. The findings indicate that, the path coefficient (= 0.148) between perceived ease of use and social media marketing is statistically significant (p = 0.001). This implies that the more consumers feel that the social media sites are user-friendly, the more they are likely to exploit them. "This conclusion also fits in the model of Davis (1989). Nevertheless, the influence of the perception about the ease of use (= 0.148) is not as significant as the one of perceived utility (= 0.592), which suggests that the usefulness of social media is more impactful on the consumer as compared to its perceived ease of use.

Impact of Perceived Utility on Hotel Performance (H1B)

The third hypothesis (H1B) was that the perceived utility has a positive relationship with the hotel performance. The findings indicate that the path is that between perceived utility and hotel performance (0.482) such that this is statistically very significant (p = 0.001). This implies that once digital tools and platforms become helpful to the tourists, it affects the overall performance of hotels in a positive way. This could be due to the fact that happy customers leave good feedback, repeat and refer their friends to the hotel. This observation is in line with the study conducted by Kim and Lee (2022), which discovered that the utility of digital services directly influences the performance of a hotel.

Impact of Perceived Ease of Use on Hotel Performance (H2B)

The fourth research hypothesis (H2B) was that the perceived ease of use positively influences the performance of hotels. The findings indicate that the path coefficient between the perceived ease of use and hotel performance (= 0.482) is statistically very high (p = 0.001). This indicates that tourists are more satisfied with a digital platform that is easier to use hence improved hotel performance. The research of Rodriguez and Diaz (2023) is consistent with this finding.

The Impact of Social Media Marketing on Hotel Performance (H3)

The fifth hypothesis (H3) was that social media marketing positively affects the performance of the hotel. The findings indicate that the path coefficient between social media marketing and the performance of the hotel is (= 0.355), and it is statistically significant (= 0.001). This implies that effective marketing practices on the social media networks have direct and positive influence on the performance of the hotels. The image of the hotel, the involvement, and the positive reviews in social media enhance the brand awareness and increase the number of customers.

A comparative analysis of the four direct effects reveals the fact that the influence of perceived utility (= 0.592) is the greatest in the context of the effects on social media marketing, whereas the effect of perceived ease of use (= 0.148) is relatively lower. Perceived utility and perceived ease of use (both = 0.482) have an equal high influence on hotel performance and moderately high is the impact of social media marketing (= 0.355).

This order depicts that it matters to the success of the digital marketing in the tourism business to persuade the consumers that digital platforms are working to their advantage and that they are user-friendly. Meanwhile, social media marketing activities are also important in enhancing the performance of hotels.

Explanation of Mediation Effects

The mediation analysis of PLS-SEM is useful in the discovery of the specific and interrelated directions between variables. This approach analyses the effects of one variable on another variable via mediators and identifies concealed patterns as well as explaining the interaction between various factors.

1. Perceived utility → social media marketing → hotel performance

As the findings demonstrate, perceived utility is indirectly related to hotel performance through social media marketing (obtaining 0.210) that is statistically significant (p < 0.001). This implies that perceived utility not only

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has a direct influence on hotel performance, but also indirectly influences hotel performance using social media marketing. Consumers start using social media more when they find it useful and this increases the level of hotel performance. It is one such instance of partial mediation.

2. Perceived ease of use → social media marketing → hotel performance

The findings indicate that, there is an indirect influence of perceived ease of use (β = 0.053) on the performance of the hotel through social media marketing which is statistically significant ($p < 0.001$). This is a minor effect that is however meaningful. This implies that perceived ease of use indirectly influences hotel performance via social media marketing though indirectly as compared to perceived utility.

Testing Hypothesis H4

Hypothesis H4, which makes the mediation take place. This implies that social media marketing is a significant mediator between the perceived utility and perceived ease of use and hotel performance. According to this conclusion, it is not sufficient to guarantee the usability and ease of use of digital tools only, but also to promote their marketing.

Overall, the research results of this study show clearly that the perceived utility and perceived ease of use are more influential on the social media marketing and hotel performance, with the former being the most noticeable. Moreover, social media marketing is also an important mediator between perceived ease of use and perceived utility and hotel performance. These results affirm the structure of the technology acceptance model and give significant practical recommendations on enhancing digital marketing in the tourism business in the new normal society.

5. CONCLUSION

The given research study evaluated the sustainable perspective of marketing tourism business in the new era by using digital marketing. Structural Equation Modelling (SEM) was used to test the hypotheses that were developed based on the Technology Acceptance Model (TAM). The results of the data analysis of the data obtained when 429 respondents were used demonstrate that all hypotheses are justified. As the results showed, perceived usability is the most influential factor on social media marketing (0.592), followed by perceived ease of use (0.148). This demonstrates that consumers are more concerned with the usefulness of a digital platform than its ease of use. The influence of the perceived utility and ease of use (= 0.482) on hotel performance is equally high, and the social media marketing (= 0.355) also plays a major role. The mediation analysis findings indicate the social media marketing as a significant mediator between the perceived utility and perceived ease of use versus the hotel performance. The indirect effect of perceived utility on hotel performance via social media marketing (0.210) and the indirect effect of perceived ease of use (0.053) proved to be significant. This research confirms that the technology acceptance model is true and the study plays an important role in the role of digital marketing in the tourism business. Practically, the hoteliers are advised to work on making their digital platforms more usable and easier to use and investing in social media marketing." The sustainable development of the tourism business in the new normal period can greatly be aided by an integrated digital strategy which would captivate the perceived utility, perceived ease of use, and social media marketing.

6. RECOMMENDATIONS OF THE STUDY

This paper proves the feasibility of the Technology Acceptance Model (TAM) and demonstrates that the Technology Acceptance model is applicable to the tourism business, as well. This paper uses social media marketing as a significant middle ground variable, which enhances TAM, which gives a fresh option in the coming research. The paper contributes to the theoretical perspective of the role of digital marketing in the tourism industry business.
Because the influence of perceived utility on both social media marketing and hotel performance is the greatest, hoteliers ought to target at enhancing the utility of their digital platforms. As an example, the usability can be improved by providing high-quality and helpful information on the website and app, facilitated booking process, and individual recommendations. It has a low impact, but still, it is significant. The hoteliers should make sure that their online sites are simple, easy to use, and navigate. Social media marketing directly influences the hotel performance

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and as well as serves as the mediator between other variables. Hoteliers must thus make significant investments in the social media marketing. This involves posting interesting content on a regular basis, interacting with the users and encouraging them to give a nice review. The results indicate that perceived utility, perceived ease of use and social media marketing are all variables that come together to determine hotel performance. That is why, one should create the more comprehensive digital plan which will cover all these features.

7. LIMITATIONS OF THE STUDY

This research has some significant limitations that should be considered in the future studies. First, the research is anchored on 429 respondents which is not a significant population of Indian tourism consumers, which is quite large and heterogeneous. Second, cross-sectional design made it impossible to estimate the long-term outcomes of digital marketing strategies. Thirdly, this work is limited to hotel industry as the tourism industry encompasses the travel agencies, airlines and tour operators. Fourth, self-reported questionnaires, which are used, preserve the chances of social desirability bias.

8. FUTURE RESEARCH

This model can be tested in alternative geographical areas and tourism industries (travel agencies, airlines) in future. Long term effects may be studied on the basis of longitudinal researches. Age, gender, income are additional moderator variables that can be included in research.

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Annexture
Questionnaire

1. Perceived usefulness (Khaki and Khan, 2024)
2. Social media marketing is advantageous for businesses.
3. Social media use enhances query administration.
4. Client happiness is improved by social media.
5. Perceived ease of use (Deb et al., 2022)
6. Use of social media marketing is help to create awareness.
7. It is easy to create branding by using social media marketing.
8. It is easy to learn and perform tasks using social media marketing.
9. Easy to maintain the social media marketing systems as it is user friendly.
10. Social media marketing (Deb et al., 2022)
11. Using social media tools like Facebook, YouTube and Twitter are effective for tourism business
12. Social media marketing enables business to communicate more efficiently with customers.
13. Tourism businesses would be able to market more products by using social media marketing.
14. With social media marketing, we would be able to reach out to our customers quickly.
15. Hotel performance (Khaki and Khan, 2024)
16. Social media marketing technology use helps businesses operate less expensively.
17. Social media marketing technology usage increases good word-of-mouth.
18. Social media marketing technology use encourages higher amounts of repeat business.
19. Social media marketing technology improves higher occupancy rate.

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