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Digital & Technological Transformation in Tourism - Digital Truth for Immersive Lodge Advertising, Marketing and Pre-Stay Reports

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Abstract

The rapid development of virtual technology has placed digital truth (VR) as a disruptive technology in hospitality marketing, specifically in the enhancement of pre-live visitor reports. This article investigates how VR can be used to advertise resorts and influence their potential guests to decide, engage with the brand, and differentiate competitively by offering guests a virtual tour of the room, services, event facilities, and the surrounding areas, thus perceived risk decreases, and the trust increases. The observe takes a mixed-method studies approach, with case research of leading hospitality manufacturers, guest perceptions survey, and secondary business data to determine the efficiency of VR-based entirely advertising over traditional virtual advertising tools comprising of web-sites and promotional motion pictures. The discoveries track that VR significantly improves reserving objective, emotional reaction and experiences of pleasant services, especially among millennials and era Z vacationers. within the Indian hotel industry, recent enhancements and extended telephone penetration, cheap VR headsets, AI-based virtual field trips, and the implementation of 5G connectivity have multiplied VR use in luxury hotels, motels, and MICE segments. inns is an increasing number of utilizing VR to inspect virtual web pages, accessories, destination advertising, and one-on-one guest communication. regardless of those benefits, challenging circumstances such as excessive The conclusion of the paper is that VR is a strategic marketing innovation with the capability of bridging virtual engagement with physical hospitality studies, which can have significant implication, add-ons to manage motels in a sustainable and competitive manner.

Key phrases: Virtual Fact, Hospitality Marketing, Pre-Live Revel in, Immersive Era, Digital Innovation, Visitor Engagement

Introduction

Traditional methods of inn promotion have been relying on established images, pamphlets and web pages to generate traffic, yet they always fail to capture the true nature of something. VR disrupts new floor through providing interactive and sense-immersive previews of the lobbies, guest suites, restaurants, and larger, which cannot be captured by flat photographs or videos.

This burst of VR activity can be compared to more general shifts that are more pertinent to digital transformation in the context of tourism in which the palm-on promotion processes are considered a higher priority. Such proactive previews are more likely to resonate with younger vacationers with an attitude towards technology, who appreciate the aspect of authenticity and novelty, and where the acceptance of VR technology can be found by their competitors, albeit in a more predictable capacity because of the constraining demand provisions, and a reduced level of reservation concerns.

The study provides an insight into the VR option in the advertisement of the lodge and the stay preview and analyses the outcome on the perceptions of the vacationers, the booking action and the repeatability. It also encounters the issues of being charged with the technological tools, the issues of accessibility and the pollution with the state-of-the-art campaigns. By discovering VR in the framework of the overall movement in the digital domain, the article Highlights the fact how it will be capable of redesigning the promotion campaigns and interactions between visitors and hospitality.

Objective of the Study

The explored paper evaluates the effectiveness of VR as a marketing tool within the hotel sphere specific purposes involve:

- Gauging VR's affect on reservation choices and vacationer self assurance.
- Contrasting VR procedures with mounted digital strategies.
- Pinpointing variations in responses across visitor age businesses.
- Uncovering practical limitations and economic demands of VR rollout.
- Suggesting techniques to weave VR into overarching lodge promotion plans.

With the help of these targets the effort provides practical guidance to resort executives to use VR to achieve high-tier traveller attraction and retention.

Techniques

This studies are based on a hybrid technique. intensive analysis of the current studies formed the foundation of VR application in tourism and sensory-based advertising, which is predominantly based on senses. The analysis of VR applications at the properties in Europe, Asia, and North the USA revealed the best practices and persistent problems.

To get new knowledge, vacationer surveys pursued publicity on VR property tours, shooting vistas on the reservation power, reliability, and satisfaction. Arguments about accessories with lodge promotion and tech specialists enlightened rollout issues and strategic deployments.

Statistical evaluation was done to make a correlation between VR interaction and reservation propensity using survey numbers. Narratives of interviews gave thematic company to concentrate on aspects such as charges, availability and system merging. multiple facts streams exhibited consequences through pass-verification. This rugged design provides a well-balanced view of the promotional worth of VR, balancing the feelings of tourists and operator perspective.

Methodology

The principle of experiential advertising and marketing details the middle, where it is emphasized that the creation of enduring, multi-sensory interactions that constitute shopping is created. VR suits integrate well, with vivid, participatory carrier samplings. The era attractiveness version (TAM) explains the uptake of vacationers and it focuses on the perception of application and friendliness. The Media richness theory evaluates the territory of VR in handing the hard-to-deliver info via basic media.

Consumer choice frame works VR alleviates ambiguity, strengthening pre-reservation faith. Putting these lenses together, the model introduces VR as a technology manufacturing achievement and a strategy. It examines the effects of VR on opinions, substitutes and consistency and enquires equity and concerns. This multifaceted base adopts grid tech mechanics and behavioral, in the motel VR environments.

Field Study

Prudent VR applications in lodge marketing proliferate around the globe. five-star chains such as Marriott and Hilton use VR room, event space, and restaurant tours to support high-stakes decisions, such as weddings or conferences. Online accessories enable planners to remotely measure layouts to enhance guarantee.

Smaller boutique venues highlight various aesthetics and customized services with VR, which features inexperienced lodges with demonstrations of solar installations and farm-sparkling meals to environmentally friendly visitors.

VR also goes further to advertise, collaborate with local forums where they will have previews of landmarks, shorelines or history web sites bundled together to complement the overall experience perspective.

In terms of operating add-ons, VR replaces past images with flexible, stay content with updates, accessories or specials, however, production expenses, reliance on tools, and platform harmonizing are a problem. area analyses confirm VR as a shining star when used with legacy methods, facilitating enormous enchantment. Overall, these applications affirm VR as a means of transforming previews in the belief and commitment.

Findings

It is analyzed that VR significantly increases reservation force and religion compared to trendy promotions. Members of the tour expressed more confidence in selection, drastically so in premium or occasion remains. The groups of tech-savvy youths showed strong affinity, which is commensurable to their online conduct.

Unequal opportunity to access and cost were also observed: not every tourist owns a VR device, which acts as a barrier. Independents can not manage their fees as well as chains. Included in the traces were syncing and upkeep, which were mentioned by operators.

Strategic implementation is stressed by Speak to VR success- equivalent of novelty with equity to prop and not to supplant mid-level strategies. moral positions are asserted, as refined VR is menace to over-wrought hopes; Honesty is well to long-term religion. VR is as strong as enticing promotion, concerned wise investing and honest coping with long-term earnings.

Implications

The future of VR in inn advertising remains bright, as technology improvement will reduce barriers and make access more likely. Mobile and browser-based entirely VR will make access more democratic. Combines with AR can also be used to tweak digital rooms in real-time or add-ons.

The opportunities include perks of loyalty, such as scouting new web sites definitely, or workforce simulators. In practice, VR adopters who feel comfortable slide through compelling, intriguing demos curbing their suspicions. Tourism organisations might develop synergies by co-developing surroundings VR. In academia, the research of cultural differences, moral aspects, and sustainability of VR is a welcome, as well as the influence of the psyche on behavior. VR blends the digital hype with the real stays, and it is on fairness, truth, and holistic virtual fusion, to contemplate, be loyal, and be vital in areas.

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