DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo[1], Maria Clara K. Santos[2]
[1]Universitas Multimedia Nusantara, Indonesia
[2]Cebu Normal University, Philippines
Corresponding email: daniel.susilo@umn.ac.id

Abstract

Digital content becomes a big technical part in marketing work; it uses internet and Instagram media to publish their work and convey their message to the audience with involving their campaign on the progress. As Sustainability Development becomes trend for corporate responsibility, its law nature allowed it to become a trend. Therefore, in order to be successful, Accor Group also takes part in sustainability development, an important corporate responsibility yet at the same time maintaining their business. As a result, what Author gets from the analysis is that how their company profile and what they practiced in digital content synchronized each other, means that they did their duty properly.

Keywords: *Digital Marketing; Accor Group; Sustainability Development; SAT analysis; Hotel industry*

1. INTRODUCTION

Sustainable marketing has emerged as a significant trend in recent years, driven by increasing consumer awareness and concern for environmental and social issues. It is an approach to marketing that focuses on creating products, services, and marketing campaigns that are environmentally friendly, socially responsible, and economically viable. This trend reflects a shift in consumer preferences towards more sustainable and ethical business practices, as well as the recognition by companies that sustainability can lead to long-term business success. One of the key aspects of sustainable marketing is the emphasis on environmental responsibility. This includes minimizing the environmental impact of products and operations throughout their lifecycle, from sourcing raw materials to production, distribution, and disposal. Companies are adopting practices such as using renewable energy sources, reducing waste and emissions, and promoting recycling and reuse. By highlighting these environmentally friendly practices in their marketing efforts, companies can differentiate themselves from competitors and attract environmentally conscious consumers.

Social responsibility is another important component of sustainable marketing. It involves addressing social issues and contributing to the well-being of communities. This can be done through various initiatives, such as fair-trade practices, supporting local communities, and promoting diversity and inclusion. Sustainable marketing campaigns often emphasize the positive social impacts of a company's products or services, showcasing how they contribute to social progress and improvement in people's lives (Barbier & Burgess, 2020; Ozili, 2022). This resonates with consumers who value companies that prioritize social responsibility. Sustainable marketing

DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo, Maria Clara K. Santos

also recognizes the economic dimension of sustainability. It acknowledges that long-term business success is closely tied to environmental and social sustainability. By adopting sustainable practices, companies can reduce costs, improve operational efficiency, and enhance their reputation. Consumers are increasingly seeking out sustainable products and are willing to pay a premium for them. This creates a market incentive for companies to adopt sustainable marketing strategies and develop products that align with consumer values.

In recent years, sustainable marketing has been further amplified by digital technologies and social media. These platforms enable companies to reach a wider audience and engage with consumers in a more direct and interactive way. Social media campaigns can raise awareness about sustainability issues, educate consumers, and promote sustainable products and practices. Consumers can also share their experiences and opinions, creating a dialogue between companies and their customers (Chansanam & Li, 2022; Hallstedt et al., 2020). This transparency and engagement foster trust and loyalty, which are essential for sustainable marketing success. Furthermore, sustainable marketing is not limited to large corporations. Small and medium-sized enterprises (SMEs) are also embracing this trend. Many SMEs are incorporating sustainability into their business models, recognizing the value it brings in terms of differentiation and customer loyalty. Sustainable marketing allows these smaller businesses to showcase their unique offerings, such as locally sourced products or handmade goods with minimal environmental impact. It gives them a competitive advantage and helps build a strong brand image (Chou et al., 2022; Cristobal-Fransi et al., 2020).

Government regulations and industry standards also play a role in driving the trend of sustainable marketing. Governments are implementing policies and regulations that encourage businesses to adopt sustainable practices. For example, there are regulations on carbon emissions, waste management, and product labelling that push companies towards sustainability. Industry standards and certifications, such as LEED (Leadership in Energy and Environmental Design) for buildings or Fairtrade certifications for products, provide benchmarks and guidelines for companies to follow (Garrigós-Simón et al., 2021; Singh, 2020). These regulations and standards create a level playing field and promote sustainable marketing practices across industries. In conclusion, sustainable marketing is a growing trend that reflects the increasing importance of environmental and social responsibility in business. It is driven by consumer demand, technological advancements, and regulatory frameworks. Sustainable marketing allows companies to align their business goals with environmental and social values, creating a positive impact on the planet and society. By adopting sustainable practices and communicating them effectively through marketing efforts, companies can attract environmentally conscious consumers, build trust and loyalty, and contribute to a more sustainable future.

The purpose of this research is to write down the development of sustainable marketing which is already part of global agenda that becomes standard law for international corporate responsibility. With this, the author is able to practice that science and academy is also continuous in their publication just like the sustainability in corporate responsibility.

2.LITERATURE REVIEW

Since the trend of Sustainable Development is already this big, it is important to elaborate about the history of Hotel Industry. The history of the hotel industry is a fascinating tale that spans thousands of years and encompasses a wide array of cultures and civilizations. From ancient inns

to modern luxury establishments, hotels have played a crucial role in accommodating travellers and providing a temporary home away from home (Chang & Cheng, 2019; Moustafa Saleh & Elsabahy, 2022). This article will take you on a journey through the evolution of the hotel industry, highlighting key milestones and developments along the way. The roots of the hotel industry can be traced back to ancient times when travellers sought shelter and rest during their journeys. Inns and taverns emerged as early forms of accommodation, offering basic amenities and food to weary travellers. These establishments were often located along trade routes and were frequented by merchants, pilgrims, and other travellers.

One of the earliest recorded instances of organized hospitality can be found in ancient Greece (Stefanescu, 2021; Tøllefsen, 2021). During the 5th century BCE, wealthy Greeks would open their homes to travellers, providing them with lodging and meals. These early forms of hospitality laid the groundwork for the concept of hospitality as we know it today. The Romans also made significant contributions to the development of the hotel industry. They constructed elaborate road systems throughout their empire, which facilitated trade and travel. Along these roads, they built mansions called "mansio" that provided accommodation, food, and stables for travelers. These mansions were strategically located and equipped to cater to the needs of weary travelers (Chytiri et al., 2018).

As civilization advanced, so did the hotel industry. In the Middle Ages, monasteries and abbeys played a crucial role in providing shelter for travelers, particularly pilgrims. These religious institutions offered basic accommodation and sustenance to those undertaking religious journeys. The Renaissance period brought about significant changes in hospitality. The rise of the European aristocracy led to the construction of grand palaces and mansions that often-included guest quarters. These lavish establishments catered to the nobility and high-ranking officials, offering opulent surroundings and luxurious amenities (Buallay, 2022; Purvis et al., 2019). The Industrial Revolution in the 18th and 19th centuries brought about a paradigm shift in the hotel industry. With the advancement of transportation and the growth of cities, the demand for accommodations increased exponentially. The first modern hotels began to emerge, catering to the needs of a rapidly expanding middle class.

One such landmark development was the opening of the City Hotel in New York City in 1794. It was the first hotel in the United States to offer private rooms and public dining facilities. This marked a significant departure from the traditional inns and taverns of the time. The 19th century also saw the birth of another iconic hotel, the Ritz Hotel in Paris. Opened in 1898 by César Ritz, this luxury establishment set new standards for elegance and service in the hotel industry. The Ritz became synonymous with luxury and attracted elite clientele from around the world (Brown & Lefever, 1990; Taylor, 1996). The early 20th century witnessed further advancements in hotel design and amenities. The emergence of large-scale hotel chains, such as Hilton and Marriott, revolutionized the industry. These chains standardized service and introduced modern conveniences like telephones, electricity, and running water to hotel rooms. The post-World War II era saw a rapid expansion of the hotel industry. With increased travel and globalization, hotels became integral parts of the tourism industry. The rise of air travel and the development of resorts in exotic locations further fuelled the growth of the hotel sector (Kim et al., 2019; Liang et al., 2022). In recent years, the hotel industry has undergone significant transformations due to technological advancements and changing consumer preferences. Online booking platforms and review websites have made it easier for travelers to find and compare accommodations. Boutique hotels and eco-friendly establishments have gained popularity as travelers seek unique and sustainable experiences (Jacobson, 1946; McIntosh, 1992). Today, the hotel industry continues to evolve to meet the needs of a diverse and demanding clientele. From budget hotels to luxury resorts, there is a wide range of options available to suit every traveller's preference and budget.

DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo, Maria Clara K. Santos

Looking through windows of history guides us through how the industry has its root and also how they grow from unimaginable shape we never think about. But what about it that constructs the theories? Theories around hotel service and tourism encompass various perspectives and concepts that aim to understand and improve the experiences of guests and travelers. These theories provide insights into the factors that influence hotel service quality, customer satisfaction, and overall tourism development. In this article, we will explore some prominent theories in the field. One of the foundational theories is the Service Quality Theory, which suggests that the perception of service quality significantly affects customer satisfaction and loyalty. This theory emphasizes the importance of meeting or exceeding customer expectations in areas such as responsiveness, reliability, assurance, empathy, and tangibles. Hoteliers who focus on delivering high service quality are more likely to attract repeat visitors and benefit from positive word-of-mouth.

The Expectancy-Disconfirmation Theory posits that customer satisfaction is influenced by the discrepancy between their expectations and the actual service received. According to this theory, if the perceived service exceeds expectations, customers will be satisfied and vice versa. Hoteliers can manage expectations through effective communication and by consistently delivering exceptional service, thus ensuring a positive disconfirmation and higher levels of guest satisfaction. Another theory relevant to hotel service is the Social Exchange Theory, which examines the relationship between service providers and guests. This theory suggests that service encounters are reciprocal exchanges, where both parties contribute to and benefit from the interaction. For hotels, building a rapport with guests and establishing positive relationships can lead to increased guest loyalty and positive reviews. The Service-Dominant Logic (SDL) theory proposes that service is the fundamental basis of economic exchange, and value is co-created through interactions between service providers and customers. In the context of hotels, this theory emphasizes the importance of understanding guests' needs and preferences and actively engaging them in the service delivery process. By involving guests in designing their experiences, hotels can create personalized and memorable stays, enhancing customer satisfaction and loyalty. Regarding tourism, the Destination Life Cycle Theory explores the evolution of tourist destinations over time. It suggests that destinations go through stages of exploration, involvement, development, consolidation, stagnation, and decline. Understanding the stage at which a destination is situated helps tourism stakeholders adapt their strategies to sustain and revitalize the destination. Hotels play a vital role in destination development by providing accommodation options and contributing to the overall tourism experience.

The Tourism Area Life Cycle Theory builds on the Destination Life Cycle Theory and focuses specifically on tourist areas or resorts. It suggests that tourist areas experience a sequence of stages, including exploration, involvement, development, consolidation, stagnation, and rejuvenation or decline. Hotels in tourist areas need to adapt to changing market conditions, upgrade their facilities, and diversify their offerings to remain competitive and attract visitors. The Experience Economy Theory posits that in an increasingly commoditized world, businesses can differentiate themselves by creating memorable experiences for customers (Alananzeh, 2022; Marković et al., 2020). This theory is highly relevant to hotels and tourism, as travelers seek unique and immersive experiences. By designing experiences that cater to guests' emotional, social, and cultural desires, hotels can create a competitive advantage and generate positive reviews and referrals. The Sustainable Tourism Theory emphasizes the importance of environmentally and socially responsible practices in tourism development. Hotels are significant contributors to the tourism industry's environmental footprint, and adopting sustainable practices can minimize negative impacts and benefit both the environment and local communities (Khondkar & Honey, 2022; Tiseo, 2021). Practices such as energy conservation, waste management, and community engagement not only align with sustainability principles but can also enhance a hotel's reputation and attract eco-conscious travelers. In conclusion, theories surrounding hotel service and tourism provide valuable frameworks for understanding and enhancing guest experiences, managing customer

satisfaction, and promoting sustainable tourism development. By applying these theories, hoteliers can deliver exceptional service, create memorable experiences, foster positive relationships with guests, and contribute to the overall success of the tourism industry.

Seeing how the theories pop up in some different definitions, all of them still shaping the future of Digital Marketing in Hotel Industry until now. The future of the hotel industry and digital marketing is an exciting and rapidly evolving landscape. As technology continues to advance, it presents both challenges and opportunities for hotels to enhance their marketing strategies and improve the overall guest experience. In this era of digital transformation, hotels must adapt and embrace new technologies to stay competitive and meet the changing demands of tech-savvy consumers. One of the key trends shaping the future of the hotel industry is personalization. With the help of digital marketing tools, hotels can gather valuable data about their guests' preferences, behaviours, and demographics. This data can be used to create personalized marketing campaigns, tailor services to individual needs, and provide customized recommendations. Personalization can extend to various touchpoints, including pre-arrival communication, in-room amenities, and post-stay follow-ups, fostering a more engaging and memorable guest experience.

Mobile technology will also play a significant role in the future of the hotel industry. With the increasing ubiquity of smartphones, guests are expecting seamless mobile experiences throughout their stay (Coritama et al., 2022). Hotels can leverage mobile apps to streamline the check-in and check-out process, provide keyless entry to rooms, offer mobile concierge services, and enable guests to control various aspects of their stay, such as room temperature and entertainment options. Furthermore, mobile apps can serve as a direct communication channel with guests, allowing for targeted promotions, real-time updates, and personalized recommendations. Another aspect of the future of the hotel industry lies in the integration of Internet of Things (IoT) devices. Connected devices can transform hotel rooms into smart spaces, offering guests a high level of comfort and convenience. IoT-enabled amenities can include smart thermostats, voice-activated assistants, smart mirrors, and automated room service. These devices can enhance the guest experience, increase operational efficiency, and enable hotels to gather data for further personalization and optimization.

Artificial Intelligence (AI) and machine learning will continue to shape the future of digital marketing in the hotel industry (Akbar & Tracogna, 2018; Gu, 2022). AI-powered chatbots can provide instant customer support, answer common questions, and assist with bookings. Machine learning algorithms can analyse large datasets to identify patterns, predict customer preferences, and optimize pricing and revenue management strategies. AI can also facilitate dynamic pricing based on factors such as demand, seasonality, and competitor rates, allowing hotels to maximize revenue and occupancy rates. Social media and online reviews will remain crucial in the future of digital marketing for hotels. Guests increasingly rely on social media platforms and review websites to gather information, make decisions, and share their experiences. Hotels need to actively manage their online presence, engage with customers on social media, and respond to reviews promptly. Influencer marketing can also be a powerful tool, as collaborating with influential individuals can help hotels reach a wider audience and build brand credibility.

Data security and privacy will be paramount concerns in the future of the hotel industry and digital marketing. As hotels collect and store vast amounts of guest data, ensuring its protection becomes critical. Hotels must invest in robust cybersecurity measures, comply with data protection regulations, and establish transparent privacy policies. Building trust with guests and safeguarding their personal information will be essential to maintain a positive reputation and long-term customer loyalty. In conclusion, the future of the hotel industry and digital marketing is driven by personalization, mobile

DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo, Maria Clara K. Santos

technology, IoT devices, AI, and data analytics. Hotels that embrace these technological advancements will be well-positioned to provide exceptional guest experiences, increase operational efficiency, and optimize revenue streams. However, it is crucial for hotels to prioritize data security and privacy to maintain customer trust in an increasingly digital world. By leveraging these innovations and adapting to changing consumer behaviours, the hotel industry can thrive in the digital era (Tasci et al., 2022).

3.RESEARCH METHOD

Since in the theory construct, Sustainable Tourism is one of them, Sustainable Tourism theory is the one fitting to analyse this topic. Sustainable tourism has gained significant attention in recent years as a response to the growing concerns about the negative impacts of tourism on the environment, local communities, and cultural heritage. As a result, various analysis methods have been developed to assess and promote sustainable tourism practices (Apasrawirote et al., 2022). This article will discuss one such analysis method commonly used in the field of sustainable tourism. One widely recognized method for analysing sustainable tourism is the Sustainability Assessment of Tourism (SAT) framework. The SAT framework provides a comprehensive and systematic approach to evaluating the sustainability performance of tourism destinations, businesses, and activities. It aims to assess the economic, social, and environmental dimensions of tourism, considering both the short-term and long-term impacts (Zhang et al., 2022). The SAT framework consists of several key steps. The first step involves defining the scope and boundaries of the analysis, identifying the relevant stakeholders, and establishing the goals and objectives of the assessment. This helps to ensure that the analysis focuses on the most relevant issues and engages the right stakeholders. The next step involves gathering data and information related to the sustainability performance of the tourism system under examination. This includes collecting data on resource consumption, waste generation, greenhouse gas emissions, social and cultural impacts, economic contributions, and other relevant indicators. The data can be obtained through surveys, interviews, on-site observations, and existing databases.

Once the data is collected, it is analysed using a set of predetermined criteria and indicators. These criteria and indicators are designed to capture the key aspects of sustainability, such as biodiversity conservation, energy efficiency, social inclusivity, and economic viability. The analysis helps to identify the strengths, weaknesses, and potential improvement areas of the tourism system in relation to sustainability (Faisal Mohamed Kadir & Daniel Susilo, 2023; Jessica Bong Natasha et al., 2023). Based on the analysis, specific recommendations and action plans can be developed to enhance the sustainability performance of the tourism system. These recommendations may include measures to reduce resource consumption and waste generation, promote local economic development, preserve cultural heritage, and engage local communities in decision-making processes (Bramwell & Lane, 2011).

Furthermore, the SAT framework emphasizes the importance of stakeholder engagement throughout the analysis process. It encourages the active participation of local communities, tourists, tourism businesses, government agencies, and non-governmental organizations to ensure that diverse perspectives and interests are considered. The SAT framework also supports the concept of continuous improvement and monitoring of sustainability performance. It recognizes that sustainable tourism is an ongoing process that requires regular assessment and adaptation. Therefore, it recommends the establishment of monitoring systems to track the progress of sustainability initiatives and the effectiveness of implemented measures. In conclusion, the Sustainability Assessment of Tourism (SAT) framework provides a robust and holistic analysis method for evaluating the sustainability performance of tourism destinations, businesses, and activities. By considering the economic, social, and

environmental dimensions of tourism, the SAT framework helps to identify areas for improvement and develop action plans to promote sustainable tourism practices. Through stakeholder engagement and continuous monitoring, the SAT framework contributes to the long-term sustainability of the tourism industry and its positive impacts on local communities and the environment.

> ➤ **Analysis Technique**

Author will analyse Accor Group in qualitative method using Sustainable Tourism analysis method. The platform to gather data will be from Official Accor's Instagram account (@accor) since it is where Accor had an active digital marketing content on daily basis. The data that has been gathered will be analysed using SAT method in detailed manner.

DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo, Maria Clara K. Santos

4.RESULTS AND DISCUSSION

CONTENT	CAPTION	DESCRIPTION
	To celebrate Earth Day 2023, our hotels around the world came together to share the efforts they implement to invest in our planet. ✿ From reducing plastic waste to implementing green energy solutions, our Heartists® have proved to be real change-makers on a daily basis. ☝ Discover this wrap-up of our teams' environmental initiatives 🌍 and share with us your own! ☟ #HeartistsForEarth #InvestInOurPlanet #EarthDay	Accor Group posted a content about reducing plasting waste in order to preserve green energy.
	Verified For International Day of Awareness of Food Loss and Waste, we're celebrating the different ways our teams are tackling Food Waste. We are taking you at @ibispariscdgairport with Frédéric, F&B director, to discover how this commitment is being brought to life. The ibis Roissy Charles de Gaulle ꜰʀ has been putting in	Accor Group posted a content about food loss and waste awareness.

	place various solutions to tackle this issue head on. Whether it is vegetable garden for the teams, smart bins with our partner @orbisk_nl or bulk serving-dishes at breakfast, in this hotel, being efficient on food consumption is a priority 👏 Follow the link in our bio to learn more about our approach to food waste 👆 #FoodLostandWaste #CSR #Accor	
	Every day, our teams are looking for new solutions and partnerships to fight against food waste. Our hotels reuse untouched leftovers to create delicious meals. 🍴 At our hotel brand greet, breakfast brioches are transformed into the next day's French toast cake. 🥐 #accorfoodie #hospitality #foodandbeverage	Accor group posted about reducing food waste using new partnership.

> **Accor Group Profile**

Accor Group, founded in 1967, is a global hospitality company headquartered in France. With a presence in 110 countries, it is one of the leading hotel operators in the world. Accor operates a diverse portfolio of brands catering to various segments of the hospitality industry, including luxury, upscale, midscale, and economy. Accor's brand portfolio encompasses over 30 distinct hotel brands, each catering to different traveller preferences and market segments. Some of its well-known brands include Raffles, Fairmont, Sofitel, Pullman, Novotel, Mercure, Ibis, and ibis Styles, among others. This extensive range

DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo, Maria Clara K. Santos

of brands allows Accor to serve a wide range of customers, from luxury seekers to budget-conscious travelers.

The company's core business model is based on a mix of ownership and operation agreements with hotel owners and franchisees. Accor operates hotels under various arrangements such as management contracts, franchise agreements, and lease agreements. This flexible approach enables the company to leverage its expertise while expanding its global reach. In recent years, Accor has also expanded its presence in the lifestyle and luxury segments. The acquisition of luxury brands such as Raffles, Fairmont, and Swissôtel has strengthened Accor's position in the high-end hospitality market. Additionally, the company has made strategic investments in digital platforms and technology to enhance guest experiences and improve operational efficiency. Accor has also prioritized sustainability and corporate responsibility. It has implemented initiatives such as Planet 21, a comprehensive sustainable development program aimed at minimizing environmental impact, supporting local communities, and promoting diversity and inclusion within the organization. Beyond hotels, Accor has diversified its offerings to include serviced residences, co-working spaces, and even luxury private rentals. The company's loyalty program, ALL - Accor Live Limitless, allows members to earn and redeem points across a vast network of properties and partners.

As a global player, Accor has a strong international footprint, with significant operations in Europe, Asia Pacific, the Americas, the Middle East, and Africa. It actively seeks opportunities for growth in emerging markets, where it sees potential for further expansion and development. With its rich history, diverse brand portfolio, commitment to sustainability, and global presence, Accor Group has established itself as a leading force in the hospitality industry. Its continued focus on innovation, guest satisfaction, and strategic partnerships ensures that it remains at the forefront of the evolving travel and hospitality landscape.

➢ **Finding Their Sustainability Development Based on IG Post and Profile**

The Instagram Post:

Their Instagram post has all of their 3 datas speak about food waste reduction and also communicating how they perform their green program. SAT theory relies on practical proof, which is why their Instagram, post is a proof that they are performing sustainability development in proper way and doesn't seem radical even if it is organization scale. Generally, company who only seeks for movement benefit doesn't put this much detail only to show themselves and supporting the value of environment activism. In other words, what they're showing is good corporate responsibility. Good corporate responsibility refers to the ethical and socially responsible behaviour exhibited by businesses towards their stakeholders and the wider community. It involves a commitment to sustainability, transparency, and accountability in all aspects of operations. A socially responsible corporation considers the environmental impact of its activities, implementing green practices and striving to reduce its carbon footprint. It also focuses on fair labour practices, treating employees with respect, providing a safe work environment, and promoting diversity and inclusion. Responsible corporations engage in philanthropy, supporting charitable causes and giving back to society. They also prioritize ethical business practices, adhering to legal regulations, and promoting integrity in all interactions. By practicing good corporate responsibility, companies foster trust and loyalty among customers, attract and retain talented employees, and build long-term relationships with suppliers and partners. Furthermore, they contribute to the overall well-being of communities, making a positive impact on society at large.
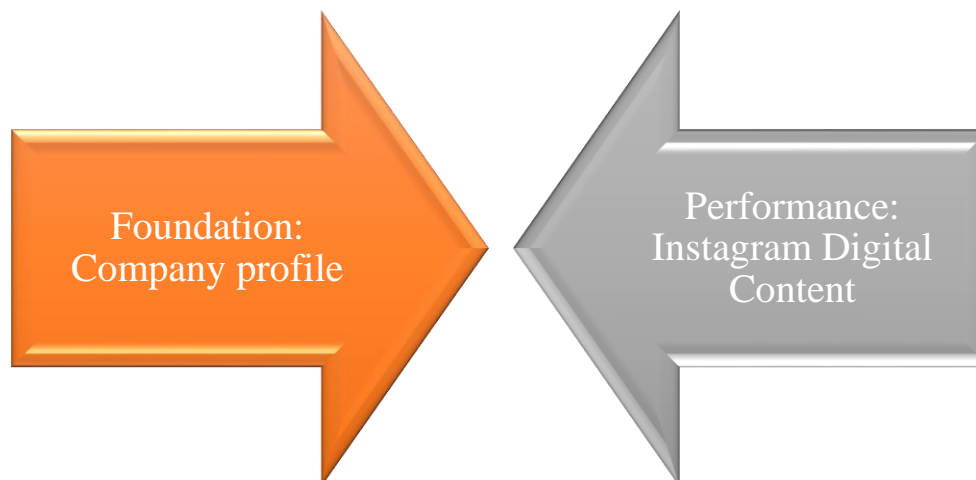
The Company Profile:

Just like how it was detailed down above, at the company profile paragraph, we can clearly how they describe themselves as ally of sustainable development as a proof of corporate responsibility, but also the fact that they do it properly is incredible feat. It means that Accor isn't only blind by riches but Accor also capable to perform their sustainability development program more than idealism alone. This is the characteristic of their work based on their company profile and gathered data. Accor Group, a leading hospitality company, demonstrates a strong commitment to sustainability development, embodying several key characteristics. Firstly, Accor Group prioritizes environmental responsibility by implementing robust initiatives to reduce its ecological footprint. This includes energy efficiency programs, waste reduction strategies, and water conservation efforts across its diverse portfolio of hotels.

Secondly, Accor Group embraces social responsibility by focusing on the well-being and development of its employees, promoting diversity and inclusion, and fostering a safe and ethical work environment. The company invests in employee training and engagement programs to ensure their personal and professional growth. Thirdly, Accor Group actively engages with local communities, supporting initiatives that contribute to social and economic development. Through partnerships with local organizations and sustainable supply chains, Accor Group seeks to make a positive impact on the communities in which it operates. Lastly, Accor Group emphasizes transparent reporting and accountability, regularly sharing progress and goals regarding sustainability through its public reports. By setting measurable targets and monitoring performance, the company strives to continuously improve its sustainability practices and inspire others in the industry. Accor Group's commitment to sustainability development is an essential aspect of its overall corporate strategy and aligns with the growing global focus on environmental and social responsibility.

5.CONCLUSION

The conclusion of this research is that in order to understand the sustainability development of Accor Group, author needs to adjust some environment, including preparation for sudden problem. The way they preserve their ideology, and their sustainability development is the desire to help each other; hence it is difficult to interrupt such power. This is the illustration of how Accor Group achieves it:

Foundation: Company profile → Performance: Instagram Digital Content

DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo, Maria Clara K. Santos

Based on their SAT theory, they already proven that both their foundation and their performance synchronize each other. Therefore, Accor Group's corporate responsibility isn't merely label alone but something they performed properly, Author's suggestion for this research is to continue to grow new perspective in order to understand the nature of digital marketing more and keeping observation at sustainable development (Apasrawirote et al., 2022; Masrianto et al., 2022).

REFERENCES

Akbar, Y. H., & Tracogna, A. (2018). The sharing economy and the future of the hotel industry: Transaction cost theory and platform economics. *International Journal of Hospitality Management*, *71*. https://doi.org/10.1016/j.ijhm.2017.12.004

Alananzeh, O. A. (2022). Drivers and Challenges for Future Events and their Impact on Hotel Industry. *African Journal of Hospitality, Tourism and Leisure*, *11*(3). https://doi.org/10.46222/ajhtl.19770720.290

Apasrawirote, D., Yawised, K., & Muneesawang, P. (2022). Digital marketing capability: the mystery of business capabilities. In *Marketing Intelligence and Planning* (Vol. 40, Issue 4). https://doi.org/10.1108/MIP-11-2021-0399

Barbier, E. B., & Burgess, J. C. (2020). Sustainability and development after COVID-19. In *World Development* (Vol. 135). https://doi.org/10.1016/j.worlddev.2020.105082

Bramwell, B., & Lane, B. (2011). Critical research on the governance of tourism and sustainability. In *Journal of Sustainable Tourism* (Vol. 19, Issues 4–5). https://doi.org/10.1080/09669582.2011.580586

Brown, T. E., & Lefever, M. M. (1990). A 50-Year Renaissance: The Hotel industry From 1939 to 1989. *Cornell Hotel and Restaurant Administration Quarterly*, *31*(1). https://doi.org/10.1177/001088049003100109

Buallay, A. M. (2022). Sustainability Reporting: History and Development. In *International Perspectives on Sustainability Reporting*. https://doi.org/10.1108/978-1-80117-856-320221003

Chang, A. Y., & Cheng, Y. T. (2019). Analysis model of the sustainability development of manufacturing small and medium- sized enterprises in Taiwan. *Journal of Cleaner Production*, *207*. https://doi.org/10.1016/j.jclepro.2018.10.025

Chansanam, W., & Li, C. (2022). Scientometrics of Poverty Research for Sustainability Development: Trend Analysis of the 1964–2022 Data through Scopus. *Sustainability (Switzerland)*, *14*(9). https://doi.org/10.3390/su14095339

Chou, S. F., Horng, J. S., Liu, C. H., Yu, T. Y., & Kuo, Y. T. (2022). Identifying the critical factors for sustainable marketing in the catering: The influence of big data applications, marketing innovation, and technology acceptance model factors. *Journal of Hospitality and Tourism Management*, *51*. https://doi.org/10.1016/j.jhtm.2022.02.010

Chytiri, A.-P., Filippaios, F., & Chytiris, L. (2018). Hotel Recruitment and Selection Practices: The Case of the Greek Hotel Industry. *International Journal of Organizational Leadership*, *7*(3). https://doi.org/10.33844/ijol.2018.60465

Coritama, M., Daniel Susilo, & Rismi. (2022). Analysis of the Electronic Word of Mouth (E-Wom) Of the Film "KKN di Desa Penari." *Jurnal Spektrum Komunikasi*, *10*(4), 291–305. https://doi.org/10.37826/spektrum.v10i4.361

Cristobal-Fransi, E., Daries, N., Ferrer-Rosell, B., Marine-Roig, E., & Martin-Fuentes, E. (2020). Sustainable tourism marketing. In *Sustainability (Switzerland)* (Vol. 12, Issue 6). https://doi.org/10.3390/su12051865

Faisal Mohamed Kadir, & Daniel Susilo. (2023). SEMIOTIC ANALYSIS OF JOKOWI'S INSTAGRAM ACCOUNT ABOUT G20. *DINUS*, *6*(1).

Garrigós-Simón, F., Sanz-Blas, S., Narangajavana, Y., & Buzova, D. (2021). The nexus between big data and sustainability: An analysis of current trends and developments. *Sustainability (Switzerland)*, *13*(12). https://doi.org/10.3390/su13126632

Gu, S. (2022). Green innovation; a way to enhance economic performance of Chinese hotels. *International Journal of Innovation Science*. https://doi.org/10.1108/IJIS-07-2021-0128

Hallstedt, S. I., Isaksson, O., & Rönnbäck, A. A. Ö. (2020). The need for new product development capabilities from digitalization, sustainability, and servitization trends. *Sustainability (Switzerland)*, *12*(23). https://doi.org/10.3390/su122310222

Jacobson, D. J. (1946). What'S Ahead for the Hotel Industry? In *Harvard Business Review* (Vol. 24, Issue 3).

Jessica Bong Natasha, Chininta Rizka Angelia, & Daniel Susilo. (2023). Social Media Marketing Strategy in Increasing Customer Engagement of Taman Safari Ndonesia Bogor (Case Study on Instagram @Taman_Safari). *Indonesian Journal of Business Analytics*, *3*(2), 351–408. https://doi.org/10.55927/ijba.v3i2.3802

Khondkar, M., & Honey, S. (2022). SUSTAINABLE MARKETING IN THE READY-MADE GARMENTS (RMG) SECTOR OF BANGLADESH. *Indonesian Journal of Social Research*, *4*(2).

Kim, Y. H., Barber, N., & Kim, D. K. (2019). Sustainability research in the hotel industry: Past, present, and future. *Journal of Hospitality Marketing and Management*, *28*(5). https://doi.org/10.1080/19368623.2019.1533907

Liang, Y., Watters, C., & Lemański, M. K. (2022). Responsible Management in the Hotel Industry: An Integrative Review and Future Research Directions. In *Sustainability (Switzerland)* (Vol. 14, Issue 24). https://doi.org/10.3390/su142417050

Marković, S., Raspor Janković, S., & Zubović, V. (2020). THE IMPACTS OF ROBOTS AND ARTIFICIAL INTELLIGENCE ON SERVICE QUALITY IN THE HOTEL INDUSTRY. *Balkans Journal of Emerging Trends in Social Sciences*, *3*(2). https://doi.org/10.31410/balkans.jetss.2020.3.2.163-170

Masrianto, A., Hartoyo, H., Hubeis, A. V. S., & Hasanah, N. (2022). Digital Marketing Utilization Index for Evaluating and Improving Company Digital Marketing Capability. *Journal of Open Innovation: Technology, Market, and Complexity*, *8*(3). https://doi.org/10.3390/joitmc8030153

McIntosh, R. (1992). Early Tourism Education in the United States. *Joural of Tourism Studies*, *3*(1).

Moustafa Saleh, M. S., & Elsabahy, H. E. said. (2022). Integrating sustainability development education program in nursing to challenge practice among nursing interns in health care. *Journal of Nursing Management*, *30*(8). https://doi.org/10.1111/jonm.13869

Ozili, P. K. (2022). Sustainability and Sustainable Development Research around the World. *Managing Global Transitions*, *20*(3). https://doi.org/10.26493/1854-6935.20.259-293

Purvis, B., Mao, Y., & Robinson, D. (2019). Three pillars of sustainability: in search of conceptual origins. *Sustainability Science*, *14*(3). https://doi.org/10.1007/s11625-018-0627-5

Singh, N. (2020). Sustainability, social, and technology development trends in Events. *Events and Tourism Review*, *3*(1). https://doi.org/10.18060/24221

DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA

Daniel Susilo, Maria Clara K. Santos

Stefanescu, C. A. (2021). Sustainability reporting in the public realm—trends and patterns in knowledge development. *Sustainability (Switzerland)*, *13*(8). https://doi.org/10.3390/su13084128

Tasci, A. D. A., Fyall, A., & Woosnam, K. M. (2022). Sustainable tourism consumer: socio-demographic, psychographic and behavioral characteristics. *Tourism Review*, *77*(2). https://doi.org/10.1108/TR-09-2020-0435

Taylor, D. (1996). Cesar Ritz and Auguste Escoffier vs the Savoy Hotel Company. *International Journal of Hospitality Management*, *15*(1). https://doi.org/10.1016/0278-4319(95)00054-2

Tiseo, I. (2021). Global Waste Generation - Statistics & Facts. In *Environment, Development and Sustainability* (Vol. 17, Issue 6).

Tøllefsen, T. O. (2021). Sustainability as a "magic concept." In *Cuadernos Europeos de Deusto* (Issue 64). https://doi.org/10.18543/CED-64-2021PP29-52

Zhang, X., Zhong, L., & Yu, H. (2022). Sustainability assessment of tourism in protected areas: A relational perspective. *Global Ecology and Conservation*, *35*. https://doi.org/10.1016/j.gecco.2022.e02074