

To Study the Role of Social Media Marketing on the Hospitality and Tourism industry of India.

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Abstract:

Social media marketing requires uploading and sharing product posts according to the standards of the social media platform. Get high engagement from many social media platforms such as Instagram, Facebook, and Reedit. Social media marketing is he one of the best digital marketing strategies. Social media marketing tool for multiple corporate brands since 2005. Its main function is to generate content and share it with friends, and as it is a multidimensional platform, it is secondarily used by marketers to improve sales, search rankings, leads and traffic. . Social media marketing refers to the process of getting her website traffic and attention through her website on social media. Social media marketing programs usually focus on creating content that grabs attention and encourages readers to share it on their social networks. Social media allows marketers to rethink the traditional one-way communication flow of marketing messages and how social media can help them incorporate new interactive communication flows into their marketing strategy. The growth and expansion of social media and the role of social media in marketing can be very effective for your business. All sectors use communities, social networks, blog marketing, etc. Hospitality accommodation resides on social media marketing platforms and leverages them with innovative ideas to effectively maximize and globalize your campaigns in social media marketing. This research report explores the impact of social media in the context of the hospitality lodging sector.

Keywords: Social media marketing, Market study, Digital marketing, online media platforms. Role of social media.

Introduction

Today, the use of the Internet and social media has become an integral part of business strategy. Social media marketing has evolved into a modern marketing tool. The advent of the Internet/Information Technology revolution has changed the way business is done and justified the adoption of new technologies by businesses. So today companies use internet/information technology to sell their products and services. Social media marketing comes with low costs. It saves marketers time compared to other marketing tools. The Internet has revolutionized communication, enabling individuals and organizations to break down geographic and time barriers. This keeps customers and businesses connected with the world at all times. Online communities allow people to meet over the Internet for various purposes. It allows you to find and share information, discuss common topics, and exchange fun things. With rapid changes in information technology, online activities are

being conducted using new communication technologies called "Web 2.0" and social media. The Internet revolution, led by Web 2.0, has made business practices more complex and interactive.

Social Media Marketing

Social media marketing uses social media websites to increase your online visibility and promote your products and services. Social media sites help build social (and business) networks and share ideas and knowledge. Social media marketing uses podcasts, wikis, blogs, online videos, photo sharing, news sharing, message boards, and posts on social networking sites to reach a large audience or target audience.

Hospitality Industry

Hospitality is the relationship between guest and host. Hospitality is the act or practice of showing hospitality. The tourism and hotel industries are linked. Hospitality is the act of welcoming, accepting, entertaining, and showing hospitality to guests. Hospitality reflects courtesy and respect for guests.

Hospitality includes local services such as entertainment, accommodation and meals for tourists. This is a business that provides catering, accommodation, entertainment services, receives guests, entertains or entertains them. Hospitality is a broad sector category within the service industry that includes accommodation, event planning, theme parks, transportation, cruise ships, and other sectors within the tourism industry.

Social Media Marketing in Hospitality Industries

In the hospitality industry, social media is the best way to promote your business. These social media platforms are very powerful platforms as they are generally easy to find your target audience. The hospitality industry is using social media marketing as a new approach for hotels and resorts to promote their business. Social media makes it easy to reach your customers, build brand awareness, promote your products and services, and build customer loyalty. Acquire new customers and increase sales in terms of value and volume. Social networks such as Facebook, Twitter, YouTube, Instagram and blogs are the most used. Customers can learn more about resorts and hotels. Customers can also learn more about the hospitality industry thanks to their social media presence, fan base, guest reviews, and more.

Objectives of the Study

To understand the concept and to study the current social media practices in the hospitality and tourism industry

Research Methodology

The current research seeks to explain the concept of social media marketing in the hospitality and tourism industry and its marketing strategy. This is a conceptual study based on a literature review.

Sources of Data

Secondary data collected from journals, research articles, and publications.

Review of Literature

Leon et al. (2013) in their research work. In "The Marketing Effectiveness of Social Media in the Hospitality Industry: Facebook vs. Twitter", he examines the marketing effectiveness of two different social networking sites (Facebook and Twitter) in the hospitality industry. According to the

study, hotel customers who use social media are influenced by their attitudes toward hotel brands.

Mandy et al. (2012) in their article Social Media Marketing in Selected UK Luxury Hotels states that social media marketing is one of the fastest growing online marketing in the UK hospitality sector. . UK hotels are incorporating these networks into their overall marketing strategy. The study explores how his 4- and 5-star hotels in the UK incorporate social media networks into their marketing strategies, revealing why guests use social media and how social media indicates how the page should be presented. Research shows that UK hotels are using social media to stay in touch with existing target market expectations, attract new customers and stay ahead of the competition.

Iva et al. (2012) in an article titled "Social Media Marketing in a Hotel Company: A Case Study of an Innovative Approach to CRM via Facebook in Maistra Inc. Croatia," identified social media as an innovative approach to CRM. It verifies the involvement of entertainment staff in marketing. Facebook. According to their research, entertainers are the only employees whose primary role is to entertain guests. So Maistra Inc hired an entertainment staff to implement a social media marketing strategy.

Kalasker (2013) reveals a marketing strategy for a resort, referring to Marketing Strategies for Independent Hotels: The Mayur Aaditya Resort in Dharwad, India. Traditional marketing strategies do not serve their purpose. Researchers have proposed new marketing strategies and plans, including online hotel marketing, creating a Facebook page, opening his Twitter account for marketing, uploading videos, blogs, images and social media. These help independent hotels like Mayur Aaditya Resort to compete and thrive in this dynamic and competitive world.

Roxanne (2013) in his research paper, Effectiveness of Social Media Her Marketing as a Branding Tool for Hoteliers, identifies innovative practices in the Maltese hospitality industry. Researchers also examine the effectiveness and scope of using social media marketing to promote potential

branding. The study found that social media marketing is effective in driving a company's branding strategy.

Inversini et al. (2014) in an article titled *Selling rooms online: The use of Social Media and Online Travel Agents*, examines why hoteliers choose online travel agents (OTA) and social media for their sales. This research shows that innovative social booking technology can increase awareness and sales.

Preetika et al (2015) in their article, *Social Media Channels Used by Hotels*, identify details of the social media tools that hotels use for marketing. The research shows that social media marketing has become a popular marketing tool for hotels in this country. Hotels should keep in mind that they need to keep in touch with their customers regardless of whether their reviews are positive or negative. It is very important for each hotel to maintain and maintain existing and potential customer relationships on an ongoing basis.

Aarti (2015) in her article, *Hotel Industry in India: Transformed by Digital Marketing*, examines how Indian hotels are using digital marketing as a marketing tool. According to the study, social media is having a greater impact on the hospitality industry as most people today use social media for things like booking and hotel bookings. We also use media to find out about the facilities offered by hoteliers. Hotels in India need to use social media as a marketing strategy to increase brand awareness, gain followers and reach customers easily. You can have a warm relationship with your customers.

Research article "Social Media Challenges and Opportunities in the Hospitality Industry" by Andrea (2015). Romanian Northeast Study "This study focuses on the main benefits and challenges of social media in the hospitality industry. Hotels need to consider how effectively social media can be used to reach customers and retain both existing and potential customers.

Richard et al. (2015) examines the use of social media by Chinese restaurants in a research paper, "Restaurant Social Media Use in China: A Study of Industry Practices and Consumer Preferences." It also examines the extent to which consumers use them to

obtain information. Their research shows that restaurants are using social media to increase their presence and update their service on all parameters. We also want to build better relationships with our customers.

Kavitha et al. (2016) Examines the concept of social hotel and its relevance to Indian hospitality in an article titled "Is Social Hotel the Future of Indian Hospitality?" They are trying to understand the future of social media marketing and the relevance of social hotels. According to her research, social media concepts offer a way for hotels to build loyalty and improve engagement with guests. To stand out from the competition and successfully connect with customers, hotels need to integrate social media tools into their operations.

Saman et al. (2016) analyzes the benefits of member participation in her research paper, *Effectiveness of Social Media Marketing in the Hotel Industry: A Conceptual Model for the Development of Effective Online Her Communities*. They explore the relationship between community participation and brand loyalty in the hotel's online community. According to their research, members who participate in online communities desire certain benefits of functional, social, psychological, hedonic, and monetary nature. It also analyzes consumer submissions on brand pages and suggests strategies such as taking immediate action based on complementary reviews and service complaints.

Andrea (2015) in his research article *Research article "Social Media Challenges and Opportunities in the Hospitality Industry"*. Romanian Northeast Study "This study focuses on the main benefits and challenges of social media in the hospitality industry. Hotels need to consider how effectively social media can be used to reach customers and retain both existing and potential customers.

Role of Social Media Channels in Promoting Hotel Industry

The hotel began pursuing a social media marketing strategy as part of a marketing campaign to improve its brand equity. Social networking channels are a way for hotels to advertise themselves. There are various

channels that hotels use to communicate with their customers. The goal here is to choose the best channel and use it wisely to best serve your hotel. Social networking technology mainly focuses on her three media: mobile, web and desktop. Social media has become one of the most important and influential marketing tools of the last decade. The hotel industry has embraced this marketing tool as well, with nearly all hotels using it regardless of star rating. Social media has changed the entire hotel marketing scenario. Complaints from hotels are serious, as hotels now have to pay close attention to how they treat their guests, and a particularly bad experience can seriously damage their reputation. Previous research indicated that word of mouth from customers was the most powerful form of hotel marketing, but now, thanks to social media, millions of word of mouth influence the hospitality industry. In order to get good results from such marketing, it is very important to have the right and most appropriate social media channels for your hotel property.

Classification of Social Media Networks

Social media platforms are the medium through which the hotel itself markets. There are numerous channels used in the hotel industry to communicate with customers; the challenge is choosing the right social media channels and using them in the most profitable way for the hospitality industry.

The social media networks can be classified into three major categories:

- ✓ Official Website or blog
- ✓ Social Media Pages
- ✓ Review Pages/ Partner Channels

• Official Website

A social media platform is a website that presents information on everything a company does from its beginnings in history to the present day with its products, spaces and services. The platform is run by the organization itself and has all the comprehensive and up-to-date data of the company, so it has the best reputation. Providing your customers with hotel information and offering packages and loyalty programs is most helpful. Today's consumer is becoming more tech-savvy and knowledgeable, making it a challenge for the

hotel to continuously update his website or blog to meet customer needs. The hotel has made significant improvements in terms of website details and design to attract customers. They are just trying to include all necessary details on their home page for the convenience of their customers. Hotels need to use this medium wisely, as hotel websites create a great impression on both current and potential customers, influencing hotel stay decisions. The website contains all the important information on the home page, especially useful information for customers. The basic content of the hotel website is rooms, restaurants, banquets, leisure activities, her USP of the hotel, management, awards, local attractions, feedback selection, booking links, rate information. In addition, the hotel provided another social media option with information about the hotel's social media presence. To improve customer communication, hotel websites are often associated with presence logos on various social networks.

Social Networking Sites

Social networking sites are the primary means by which users can communicate over the Internet on desktops, laptops, or mobile devices. Facebook, Twitter, Instagram and Pinterest are the most popular sites and the list is endless. Networking sites have become very popular among people of all ages over the past decade. Today life depends on social networks. We are all connected to these networks 24/7. People share their joys, sorrows, likes, dislikes, experiences and frustrations online. The influence of such sites is so great that even if you sneeze, it will be shared on social networks. This method is very beneficial for the hotel industry as it facilitates communication with customers. Most hotels use Facebook in this channel segment. Each hotel has its own Facebook page, Twitter handle, Pinterest, Foursquare and Instagram. Social networking sites provide easy forums for interacting with customers. Negative messages and offensive language can cost not just one customer, but several, so it's also important for hotels to be cautious on social networks as well. These are open forums and clients can post their experiences on the hotel's personal account or page if they wish.

This method is also very useful for businesses as it allows hotels to quickly contact customers about new services, upcoming activities, special offers, etc. It is one of the quickest and easiest ways to communicate with customers. With the advent of social media, communicating with customers and promoting the hotel has become a major challenge. Such a network has helped the hotel build a large base of existing and future customers. Hotels can easily monitor popularity through options such as number of likes, followers, and website sharing on social networks.

- **Review Sites**

A review site is a website where people share their experiences in the form of ratings, photos, feedback, etc. In India, popular hotel review sites such as TripAdvisor and Trivago are ranked, and top hotel reviews are posted on the review sites, and further stays are considered. No matter who posts negative comments or criticisms, it is very important that the hotel is sensitive to both positive and negative comments. We will respond professionally to any request. If this channel is properly managed, it will be a channel that will enable you to expand your hotel business. Check out each social media platform to see which one is best for your business. Consider the following key considerations for each of them: The products or services we offer and the human and financial resources available. Social media is free, but do you think your time is worth it? Don't subscribe to every channel on social media. Because they are new or famous on the block. Decide which ones are most important to your business. Being good at 1 or 2 channels instead of 5 or 6 averages. Before deciding which social media platform to join, follow a simple, actionable plan.

- **Treat TripAdvisor like every other Site for Social Media.**

TripAdvisor is often integrated into the social media strategy of any hospitality business. As many hoteliers know, it's an excellent source of knowledge and understanding for your prospective guests. TripAdvisor ranks 3 most recently reported reviews, number of reviews, and quality of reviews. Rank hotels based on three factors. It can be difficult to get guests to use and rate your hotel (unless

they have a negative rating). While trends show that people are more likely to write about negative experiences than positive ones, our team has a program in place to address the volume and frequency of guest reviews. We used Google and TripAdvisor to create a review card and send it to each hotel team to give to their guests and hopefully inspire them to write about their experience on the site. Ultimately, the most important quality we hold is to make sure that all general hotel marketing managers are regularly aware of all comments, especially the less positive comments. It is one of the most valuable tools for improving hotel and guest services.

- **The Impact of Social Media Marketing on the Hospitality and Tourism Industry**

Searches increase as more travelers are encouraged to book hotel rooms. Therefore, it is more important than ever for hotels to maintain a strong online presence. Most people may only care about having her website that is intuitive and mobile-friendly with up-to-date information, or making sure the information they provide to OTAs is accurate. However, just covering these two areas is not enough to capture the attention of travelers. To be successful and gain a competitive advantage in the market, hoteliers need to leverage social media. With millions of users on platforms like Facebook and Instagram every day, there are many reasons why social media marketing is worth investing in. Once you understand the different ways travelers interact with your content, you can develop strategies that work for your business and ultimately increase your hotel's revenue.

- **Guests Understand Content Visually**

In the human brain, approximately 50% of the brain surface is devoted to visual comprehension, so visual content is processed faster than text. As a result, we remember visual information better than text, and online users are more likely to be forced to engage with eye-catching content. We live in the Information Age, with Internet users sifting through thousands of posts and articles every day. For this reason, text-based online forms of advertising do not generate engagement. Potential guests are more likely to stop and look at your post if you generate a

simple and attractive visual aid. Even without clicking, they are more likely to remember your business than your competitors. An important part of this process to remember is repeating the hotel name on social media over the course of several weeks. Switching between a steady stream of posts rather than inspiring an audience is a carefully considered, but necessary to build brand awareness. In fact, 72% of consumers say their products and services in video form rather than text whenever possible. Additionally, users spend 88% more of her time on her website, which includes videos, improving the overall impression of a memorable hotel.

Brand Awareness

Without a strong and active social media presence, hotels miss the attention of guests who drive valuable conversions. Ads and posts appear in users' feeds based on their browsing history, leaving a digital footprint on nearly everyone who uses the internet occasionally or daily. Social algorithms take user data (search result clicks, website visits, likes and reshares, etc.) and aggregate it into experiences that further identify users based on their likes and dislikes. Their level of engagement helps the site define them and the business behind them to know which posts to display to ensure they are most likely to get their attention. But all of this wouldn't happen if you didn't have a post to share on social media. On platforms like Facebook, Twitter, and Instagram, algorithms prioritize post freshness. That means your social media marketing strategy only lasts a month or two. This is a long term commitment that will make a big difference for the hotel in the long run. We published a resource for hotels on how brand awareness can help her maximize ROI on her social media posts. It also includes useful advice on how to implement a stronger social media brand awareness strategy.

Increased Potential for Reach

Users spend an average of about 2.5 hours a day on social media, and about 49% of the world's population regularly use the Internet. This opens up huge possibilities for hotels to reach exactly the people they need with customized ads targeting specific geographies and demographics. Social media has two

goals. A series of regular posts aimed at building and maintaining brand awareness crushes another series of posts aimed at inspiring potential guests. Motivate these viewers to travel by posting engaging and creative posts and they are more likely to book your accommodation. A consistent social media presence increases the trust your followers and future guests have in you as a company. If they have a question about your property or have an issue they want to address personally, they may not answer your call right away. Tries to express Looking at your active social profiles shows that you are a reliable company to keep in touch with. Social media is an important part of a hotel's marketing toolkit, but just posting his one-off posts about offers and services once in a while isn't enough. Establishing a strong social media presence can help you establish your brand in the minds of travelers and generate more revenue for your business. Our team of social media experts can help take the pressure off you so you can spend time face-to-face with your employees and guests. Visit our social media services page to learn how to easily manage your social media profiles.

Ideas to Increase Your Hotel's Online Visibility

Social media is always changing. Stay on top of social marketing trends, keep up with them, and stay relevant. Video content is so popular these days that you need to incorporate video into your social media strategy. Find influencers relevant to your niche. They don't have to be celebrities. They are bloggers, experts, thought leaders, etc., have significant communities of followers and friends, and are able to influence their audience through their content platforms. It helps people decide what to do while traveling. Post local guides and tell people what's going on in the area to understand how your hotel's current guests spend their time, invite others to visit your town, and help you find your hotel room can be booked. Run a hotel blog and post information about attractions, shopping, activities, restaurants and nightlife in your area. You need to create great blog content that will outperform your competitors. It's important to post on a schedule and be consistent. Share this

content on social networks such as Facebook and Twitter.

Posting regularly on social media is good, but don't overdo it. It's important not to spam people's timelines. If you're considering social media marketing for a smaller hotel that doesn't have the budget for multiple media channels, start by reaching your existing customers. If you run a boutique hotel in a trendy vacation spot, Instagram is for you. You can create something like a video tour guide. Find interesting videos of your travel destinations and add them to your YouTube channel.

Conclusion and Suggestions

From the above literature review, it is clear that social media has proven to be an effective communication and marketing technique for the hospitality industry. In today's competitive business environment, the hospitality industry must use social media as a marketing tool to promote business and reach potential customers. Therefore, the hospitality industry designs and hosts its own websites, opens accounts on Facebook, Twitter, and many other social networks to post informative photos and provide information about its company, facilities, and offerings. You need to be able to provide comprehensive information. You need to allow your customers to book online. The hospitality industry can leverage social media channels to communicate directly with customers, promote brands more effectively, build reputation, retain customers, and increase customer loyalty and increase sales. The amazing thing about social media is that it provides an ideal forum for communicating brands directly to consumers. By using a clever combination of the above tricks, you can target specific audiences by displaying targeted advertisements on mobile phones and build strong relationships in response to posts on Facebook and Twitter. , can generate followers through the event page. It is the highly personal and strong relationships we have with our customers that build trust in our brand and services. The hotel should go a step further and invest in his mobile app. What better way to build long-term customer relationships than through a direct channel of communication between two people? At approximately \$8

billion (a 6.5% improvement over last year's figure), direct bookings via mobile devices are becoming a major component of hotel balance sheets. While not a pure social media platform, an effective and well-maintained website is a basic requirement for any establishment wishing to remain profitable and competitive. And if done right, it can easily be the main driving force behind most reservations. But for now, the industry needs to recognize that people are becoming more autonomous in a technology-driven world. Hotels should adhere to this and strive to create a direct online booking channel for internet-savvy customers. It has become very important for hotels to have a properly run website, learn Facebook and Twitter, or at least think about smartphone apps.

Hotels should use a combination of these channels. This is because their primary customer base does not change throughout the process, so relying on either channel in the future will lead to losses. Another thing to remember is the knowledge each portal is trying to spread. Different websites should provide different and pertinent information. When everyone has the same comprehensive details, it leads to lack of customer interest and affects the hotel business. The third thing to consider is the contacts you need to make with your customers. This contact via social media can affect hundreds of customers, so maintaining a constant dialogue with customers, both now and in the future, is critical for hotels. It is important to be carefully aware of the channels your property takes over, choose them, and use them wisely. Social media can have both positive and negative effects on five-star luxury hotels and small businesses. Actions are important and quick responses to revalidation, and are useful when they are genuine and result in large payouts. This becomes important when it comes to brand identity. Many hospitality businesses have successfully leveraged social media. If the comments were positive or negative, they responded well to their advantage. With technology evolving rapidly, hospitality operators cannot afford to ignore social media. This is just the beginning and who knows where it will lead us. This is one area where ideas and hypotheses need to be

established and developed to support the increasingly fast-growing hospitality industry.

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