

# Traversing Venture Of Social Media Marketing In Hospitality And Tourism Industry: A Systematic Review

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## Abstract

This paper explores various digital media marketing techniques in hospitality and tourism. The main objective of this manuscript is to highlight the importance of the role played by social media in the hospitality industry. This research aims to evaluate the uses of various social media platforms in the Hospitality and Tourism industry. Thereby also evaluating different strategies and tools of digital media marketing. Social media marketing in Hospitality and Tourism Industry Social media is relatively young. The objective for corporations to invest and participate in social media platforms is to offer an alternative mode of communication. Also, it helps to cultivate long term relationships with their guests. People from all over the world are using and associating with web2.0. Besides this, the recent studies of this field prove that user-generated content is the most important element in the process of decision-building of the customers who visited. For innovative enterprises, the efficiency of communication and outreach is of key importance for the success of their business. The use of at the faster rate of social media tools brought a big change in the field of the Hospitality and Tourism sector. The paper combines the various research studies that hold up its arguments and supports a good and rich theoretical foundation of its paradigms.

**Keywords: Tourism, Hospitality, Social media, Marketing, Web 2.0, Communication**

## Introduction

The perception of people is changing these days towards social media platforms. They think that social media applications are becoming part and parcel of their lives. The people are doing their interactions virtually. They use these virtual platforms Facebook, Instagram, WhatsApp, Twitter, LinkedIn, and many more for this virtual interaction. It is visible or reflected in their activities and behaviours towards all communicative activities.[1] Therefore, social networking sites have been observed a strong impact on the life of people or users of social media. Social media has fully converted or changed the internet from the last decade. Moreover, social networking sites change whole the scenario of the world like marketing, communication or advertising or political campaign. In the case of advertising, lots of things change with the arrival of social media. Before the arrival of social media, the advertisements are print media ads, radio commercials, television ads, billboards and transit advertisements. But, all these types of ads are replaced by digital media. Digital marketing, compared to traditional forms of Advertising, is a lot more lucrative, inexpensive and configurable. Hotels can find customers; can increase their reach worldwide by using the social media platform.

Social Media marketing techniques give the chance to grab the benefits of digital media platforms to inform the target group about the services they will provide them. In other words, the hotel and tourism industry use social media platforms to promote. The impact of social media networking sites on the consumer's buying behaviour is rapidly increasing day by day at the global level.[2] The latest research depicts that approximately 70 percent of the customers believe in the experiences of the other consumer's feedback.[4]in the hospitality sector, the customer's buying decision depends on social media promotion too much. For example, to search any information or data related to the hospitality and tourism sector and to compare the available alternative service provider and destinations and share the media message/content for their experiences of the visit. The role of social media in online marketing has become a burning topic for both academics and practitioners. Several research studies highlight social media marketing techniques in the hospitality and tourism sector.

**A Way to Diffuse Information: Social media**

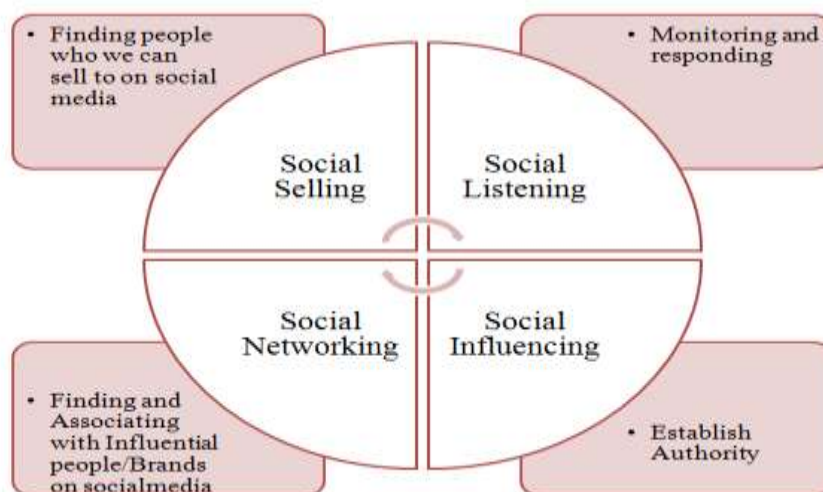
The advancement of social media with the arrival of the new millennium give jump up many new modes to provide feedback on various products and services of hotel management and the tourism industry. This facility of communication empowers the customer. Presently, the customers have plenty of social media techniques to influence other customers towards their opinions.

Before explaining the concept of social media marketing (SMM), this is very crucial to know the term social media. According to Kaplan and Haenlein, social media is the application functioning on the internet. Social networking sites enable users to produce, consume, and transfer content. In other words, social media works on user-generated content. With the arrival of the concept of e-marketing, social media marketing (SMM) has acquired the practice of marketing. The various authors define the social media function as a mediator of communications and connections between the active and prospective customers. [10,11,13,14] .

Moreover, some other experts in this field wrote that the base of SMM is to fulfil the business objective and to correlate the customer's equity, loyalty, satisfaction, and purchase intention [12, 14, 15]. Some market analysts think social media marketing will work on conversions and sales in the upcoming years [16].

In the present scenario, the separate retail channels are not only communications tools in the hotel management and tourism sector. Moreover, social media is the main marketing and communication tool in this sector [17] that attract customers and increase customers' loyalty by electronic word of mouth. [18] Due to this, an important effect is seen on corporate sales and revenues of this sector. [19, 20, 21]. The adaptation of the social media communication tools changes whole the scenario of tourism and travel. At present, the travellers or tourists collect information from social media platforms and accordingly, they plan their trip, finalize the place where to stay, buy and share their experiences [22, 23, 24,25].

Furthermore, most people in business consider social media platforms as modern types of media for their promotional communication. These businessmen think that promotional communication by social media platforms will be more effective than communication by traditional media. [26,27]. As seen in fig 1.1, the prism design is very helpful for the marketers to understand and appreciate the role of social media and how it is functioning. The social networking sites Facebook, Instagram, Twitter, and YouTube, are major mass communication platforms. And more than that, these platforms are the first choice of youth.









**Fig.1.1 Social Media Content Prism**

**Advertising on Social Media Platforms and channels**

For holistic and integrated marketing communication, social media is an important element. The various social media platforms work based on user-generated content. In simple words, we can say that these platforms allow the user to crate and share content and reach a niche audience and fulfil the aim of the business. Social media is a web-based platform that enables users to create content and share the content. By this facility of user-generated content, the users engage the other users and interact with them and corporate houses or companies in real-time, making them independent of physical location. [30, 9]. There are various social media platforms: social networking sites, blogging, and content sharing platforms.Italian [28] gives importance to studying and

analysing the impact of various social media networking sites like Instagram, Facebook, Youtube, and Twitter on the return of spending on publicity and promotional material/content. The goal of the management is to reach the target group through these promotional techniques.

The nature of the content on social media is pushing that persuade the viewer/reader to purchase the product or services provided. We can say that increase the sales of products and services. Moreover, by analysing the communication activities of the public on the social media platform, marketers know the behaviour, attitudes, and interests of the users[29]. According to the behaviour of users on these platforms, they design the promotional message to influence the public towards their products and services. In the words of Rauschnabel, the social media platforms can apply by the hotel management and tourism industry proactively and reactively. The dynamic uses of digital media platforms elaborate how social media is used in the various sectors for marketing. How do they use social media for brand management, public relations, corporate communication, and customer relationship management? The result of the driven use of social media leads to the growth of the tourism and hotel management industry.

Rank	Brand	For news	All
	1 Facebook	64%(+6)	82%
	2 WhatsApp	54%(+3)	82%
	3 YouTube	33%(+7)	72%
	4 Instagram	17%(+4)	45%
	5 Twitter	13%(+3)	25%
	6 Facebook Messenger	12%(+1)	36%

**Fig.1.2 Social Top Social Media and Messaging Platforms (Source: Newman et al., 2018, p.133)[31]**

Presently, social media users do not believe in word of mouth marketing. In simple words, they do not hesitate to buy products online, and they do not want to consider any recommendations from early users of a product or service. This type of marketing is too much strapping.

**Platform Differentiation:**

Facebook	Instagram	Twitter
Core marketing communications Guest service social hub	Visual Storytelling platform Emphasizing content UGC & Influencers	Primarily a guest service platform. Focusing on 1.1 conversations
Promotions Linked/Shared articles Videos UGC Question posts Multi-photo posts Photo albums Events	Destination photos Property photos Behind-the-scenes photos UGC IG stories Influencers	Promotional tweets Brand news Retweets Twitter chats Live to tweet Event coverage Proactive sales Influencer outreach

The applicability of social media marketing in a compassionate way, many companies/businesses start monitoring social media activities of the users, collecting data, and analyzing the collected data. In social media monitoring, the various organisations start data aggregation, storage, and interpretation of data shared by their users and non-users. [35,36]. The content produced by the users is known as user-generated content. This user-generated content mixes the post, likes or dislikes and shares on the social media platform or internet. User-generated data is found in various forms like text data, images, infographics, charts, tables, photos, audio, video, or audio-visual data. The monitoring of social media content gives the fast access to the seller or services provider about the customer or consumers very fruitful information. The information about the consumer: bio-data, their profiles, interest, attitudes, behaviour and their awareness about the brand, product or services. [37]

In the year 2016, \$27 billion was the total revenue of Facebook and almost 8.62 billion dollars in the last quarter of the financial year. [38]. besides this, A report of Facebook, 66 percent of the total number of daily users of 1.8 billion users. This results that nearly 1.20 billion people are active users of social media, especially on Facebook. This facilitates a good chance for all local and international brands to reach the target audience worldwide. [39]

Social media Platform	Type of Platform	Uses context	Activities	Marketing Opportunities (Proactive)	Marketing Opportunities (Reactive)
Linkedin	Social Network	Professional	Socializing	Networking, socializing, Recruiting	Applicant screening
Twitter	Blog	Private or professional	Content sharing	Creating corporate blogs	Monitoring of (private) blogs
Facebook	Social Network	Private	Socializing, sharing personal content	Branding customer Relationship Management, Applicant screening	Monitoring, Applicant Screening
Instagram	Content Sharing Platform	Private	Content Sharing	Storage of Brand related pictures	Monitoring
Youtube	Content Sharing Platform	Private	Content Sharing	Storage of Bond-related Videos, branding	Monitoring
Pinterest	Content Sharing Platform	Private	Content Sharing	Storage of Brand related pictures	Monitoring
Glassdoor	Opinion Platform	Professional	Information sharing	Employer branding	Employer Brand monitoring

Fig. 1.3 Major Consumer-Driven Social Media Platforms [56]

### SMM strategies in Hospitality and Tourism

The superfast growth of social media leads the advertiser's entry into the tourism and travel, and hospitality industry (TTH). This facilitates engaging and communicating the producers to their users. [40,41,42] social networking sites enable users to share their travel experiences worldwide by creating a post, images. This type of user-generated content (UGC) increases the engagement in eWOM (electronic word of mouth) behaviors [43, 44, 45]. Social media users exchange their travel and hotel industry on various virtual platforms like TripAdvisor or Booking.com, and many more. Moreover, the social media users play the role of influencers to endorse to highlight the travel places or destinations by various social networking sites like Facebook, Instagram, Youtube etc. [46] The sharing of knowledge about the travel destinations is very crucial for advertisers that this can change the decisions of people about destination and trip planning processes in many ways. The two senior researchers at the Cornell School of Hotel Administration, Laura Mc Carthy and Debra Stock, conducted a study to measure the behaviours of the guest coming into their hotel. This study highlights that the guest who travels frequently gives more consideration to feedback or reviews given by the early visitors than the ranking done by grading organizations like Forbes and AAA. The results of this study surprised that the customers or public do post both types of comments like favourable or unfavourable reviews. [47]. According to a report published by rating agency Nielson, almost 57 percent of the hotel and tourism industry customers researched online reviews given by consumers before going to buy a product or service. [48]

The user-generated content is considered too credible compared to the data or information given by the hospitality industry. [49] the participation of the hospitality industry in online social media platforms is a highly cost-effective mode of communication with the customers by interacting and engaging them. Due to this, participation with these social networking sites and websites done available business with direct reach to the potential users without any additional hardware or workforce. With the help of any virtual platform, it becomes very easy to reach, straightforward, and appeal to users or participants to attract their attention. That is the big reason the Tourism and Hotel industry adopts the virtual world by using social networking sites. The hospitality sector interacts with its customers through innovative ideas or solutions with more responsive and fast customer service. [50]

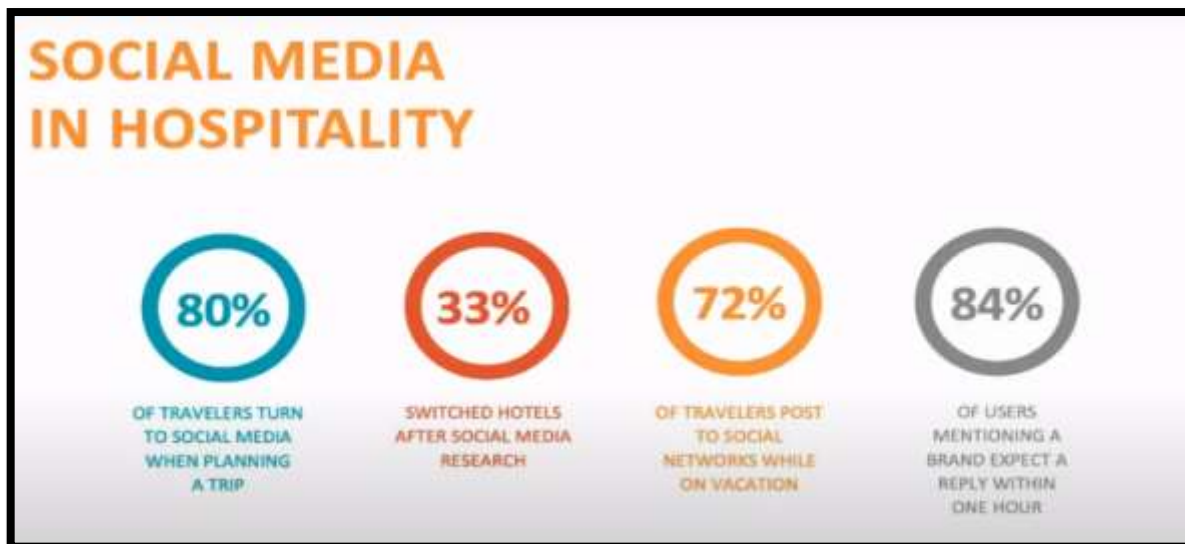


Fig. 1.4 Travelers' Behavior in Hospitality & Tourism, [source: bcvsocial.com]

The tremendous uses of social media in hospitality management have various impacts:

Building a direct relationship between the industry and their customers by the social media platforms provides various merits for the hotel industry.

- To update the customer knowledge about the product and services [52]
- To improve and stimulate room booking via the direct relationship between social media and the hotel industry. [53]
- Minimizing the amount of commission to travel agencies
- Hotel control and maintain the balance between all departments of the organization. [54]

The review of consumers' digital platforms plays an important role in selecting hotel and tourism destinations for the services provider. The increase in social media platforms like TripAdvisor, Yelp, and many more Facebook, Myspace, and Twitter boost the potential customers and allow real consumers to see the reviews. The method in which information is gets changed dramatically. This makes the social network or virtual platform permits users to create a profile and express their ideas, opinions, feelings, memories, photographs etc. All these can be source merits and demerits. Moreover, all this depends on the client or guest to participate in an online platform to share their experiences or testimonials or upload any content related to the host's product or service.[55]

### Conclusion:

In the end, a careful analysis of the content on the uses of social media for marketing of Tourism and Hotel management reveals how the customers of this sector approach or react towards the marketing and management. The main aim of this review paper is to highlight the use of numerous social media platforms in the marketing of the hospitality sector. The research affirms that the Facebook platforms used too much. This is spoken that Facebook is an instrument used to promote hotel brands and increase their sales. Social media enables the users to know about the brand and be aware of its usefulness. This type of awareness is very fruitful for both the businessman and customers. The businessman can make a customer and convert an ordinary customer to a potential customer. This is hidden or disguised to produce thematic content and can lead to an impactful marketing campaign. The resulting secret aspect of digital media is the power to maximize the markets by the threshold of the costumers' buying methods. With the help of social media, the field of tourism and hotel management is broadly analyzing the behaviour of the public. The research of social media content is very beneficial for the hospitality industry. So this paper will also be helpful both the academic and industry. In the future, this study also helps in the base of new brands in this field.

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