Role of Social Media Advertisement in the Hospitality Industry

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Abstract

Social media refers to the interactive digital channels that facilitate the creation and sharing of information, ideas, interests and other forms of expression through virtual communities and networks. It differs in much way from the traditional media including quality, relevance, frequency, usability and permanence. Social media operates in a dialogic transmission system that is many sources to many receivers while the traditional one operates under a mono-logic transmission model. In business, social media is used t market products, promote brands and connect with the customers and foster new business. In the communication platform, social media promotes customer feedback and makes it very easy for customers to share the experience with companies. Community social networking websites like Facebook, Instagram, and Twitter are the most accepted methods globally. These media platforms assist in winning the beliefs by linking with them at a deeper level. Community online marketing is the newest pre-dominating forum for several entrepreneurs. Companies using this platform and utilizing the benefits have become more polished and cosmopolitan. One can't afford to have a no existence on the social programs, if the competitor is creating waves online. It has been widely accepted by the international and national companies that social media is the most potential promotion system. This paper shall chew over the ideas of social media, its promotion, aspects, advantages, significance and the further scopes.

Introduction

Near to 77% of the world's population is using the social media. It is also referred to viral engagement which escalates the traffic on the internet. Social media in today's world is not connecting only human beings but also is a windfall for the purpose of marketing.

The hotel & hospitality industry revenue shows a value-added weight-age due to the promotions in the social media. This industry is gradually beginning to understand the way of intensive approach to social media can help in building a brand with utmost strength, allowing a greater exploitation worldwide, sales drive. Creating a strong brand allow a greater exposure throughout the globe and maintain a very good customer association. The tabulation shows that the hotel bookings through various social media network increasing at a pace of more than 50% every year. It is quite evident that if the customers are changing the way of communication and transmission, then the hotels must also follow suit and espouse to a changing environment.

The connection of the customer with the hotel brand improves the revenue by repeat business only social media tagging. Customer retention is the foremost priority in the hospitality industry. Good word of mouth publicity guarantees a definite success. Usage of mobile services for direct booking has become an indissoluble part of the industry and it reflects on the balance sheets also. Magical changes being observed with the utilization of social media in the hotel industry in terms of revenue and reservation. The interaction platform is so fast that it allows getting the immediate and direct feedback from the clients. The major bedrocks of the hotel industry while using the social media are:-

> ➤ To scrutinize the impact of social media on the hospitality industry.
> ➤ To inspect the influence on customers of the social media platforms.
> ➤ Making the communication smoother and easier.
> ➤ The number of customers to reach out globally.

Blogger Trip Hosting

If you do not have an internet presence, you are missing out on countless opportunities. One of the best ways to generate this online presence is through blogging. By hosting bloggers in your country you can promote your hospitality industry with articles and hash tags on the social media.
One of the fantastic outreach of a blogger campaign was promoted by the Austrian Board of Hospitality. Austria flew in several bloggers to have "Once In a Life-time" trip. In exchange of this trip, the bloggers wrote about their Austrian experience and promoted the industry on their blogs. They were also encouraged to post pictures and notes.

Unique & Latest Glancing Website

People before traveling make detailed plans about their visits with copious details related to their stay, travel and food habits. Adding to this, they also love to take high quality photographs for the euphoric calls in the latter age. At the same time, the cost breakdown is also looked at very closely. Hence eye-capturing websites steal the deal. They create that aura which captivates the customer and lure them to come to their property.

The Easy Money

Gone are the days when people used to stand in queue and purchase the tickets. We must take into consideration that maximum of the population are working in the general shifts and they can't afford to invest time. Hence, the online payment index has facilitated the entire community in a vehemently beneficial manner. It ensures the flexibility in the timing of booking, be it at the mid-night or early morning. Moreover the payment receipts are immediately received along with the vouchers.

The "Search ME" Factor

Search engines are the best methods to promote the business online. In fact the best of the best looking website fail to grasp the attention of the world. The search engines utilize embedded links and keywords to get higher rankings on the social search options. This enables a website to get more and more views and go up in the rankings.

Review of Literature

Social media has radically changed the customers' decision making process to a great extent. It is increasingly very much relevant as a part of tourism practices affecting the destinations and businesses. It is a platform that facilities information sharing and user participation to create and distribute the content. Based on a destination specific survey, this study charts and explores holidaymakers' motivation for social media contributions and their affinity to share the social content through various social media levels.

The platforms have become more and more interactive as well as collaborative in comparison to the consumption based platforms. This has created new opportunities for interaction between organizations and the public. Social media has become as integral tool on the basis of advertisement, experiencing the same in reality with satisfaction. This research describes the new consumer decision, profit journeys which the social media has made with all the relevant examples from all then sectors of the travel industry and describes how all marketers are getting the benefit from social media engagement.

The identity of a city is one of the major aspects of its branding and business capabilities. Along with this, there are several other factors such as micro-approach modeling, cognitive dissonance, perceived risk and attitude which also help in marketing and promotion. Market segmentation and positioning of a product plays a vital role in the promotions and branding. Critical elements in the hospitality industry also make a deep mark in branding which involves the places of interest, accommodation, and key activities.

Some very widely discussed trends in the hospitality and tourism industry are the revenue generation, the use of social media in travelers' decision making. The study covers all the limits of the social media platforms related to research and the papers published in journals. Social media is continuing to form an integral part of human life with respect to travel, food and hospitality. Comments, photos, ratings are being viewed by the travelers intensively before the journey commences. The intent of this study is to scrutinize the extent to which social media disappear in search engine for travel planning and loads using pre-defined   key words in combination with other tourist destinations.

Social networking sites prove to emerge out as the leading advertisers all across the globe. Companies are also shifting their marketing budget towards social networking sites for better reach and interaction. This paper is an analytical study to ascertain the entanglement of different variables in advertisements on the delivery of advertising value to the respondents.

The role of social media has proven very effective and cost efficient for advertising, marketing, providing information services, branding and controlling. The major aspect of hospitality and tourism related websites is to integrate the online activities and visitor servicing strategies. They also keep look on to building and maintaining sufficient traffic to tap the potential of web marketing.

Research Methodology

The research is done to obtain the information about the growth of business, change in revenues of hotels and also the overall earnings of the management with the usage of social media. List of questions was circulated with the assistance of social media and the feedback was collected. The responses were observed very critically to analyze the results. This research has only perspective to serve and that is the usefulness of the social media in terms of revenue generation.

Method of Data Collection

Preliminary data was collected from the appellants of the auditing.

Questionnaire

It was set in such a format so that the responses would be immediately evaluated and the conclusions can be reached without any hindrance.

Secondary Data

This data is accumulated from various other sources such as the Internet, books, magazines, journals, news and some other statistical reports.

Sample Size

The auditing was done among 150 respondents. However, only 122 responses were received. The researchers tried to follow up with the rest 28 but no luck.

Data Analysis & Interpretation

The data was gathered and probed by means of basic and the advanced measuring tools which involved thoroughly nurturing of the data and squeezing out the actual results. The intention of this research was to achieve the objectives of the study. The analysis was marshaled graphically with the collected data and the inference was also created using them. All of these are being mentioned in the following sections. The accumulated data was of a great help to shape the base of the knowledge and understand the business values.

Data analysis is considered to be that phase which takes strained specifics and input and then transforms into information of value for the research. Different types of analysis can be performed with social media data, demographics and geography.

Presenting now the list of fact findings through tables and charts for better understanding.

FINDINGS

Social Media Platforms	Usage Percentage
Facebook	67
Instagram	82
LinkedIn	34
Twitter	18
WhatsApp	98
Telegram	22

Form the above data; it was found that the most widely used application over the social media is WhatsApp and Instagram followed by Facebook. We can see the popularity of the various forums by this study. It also shows that WhatsApp, Instagram has the most affinity among the internet users.
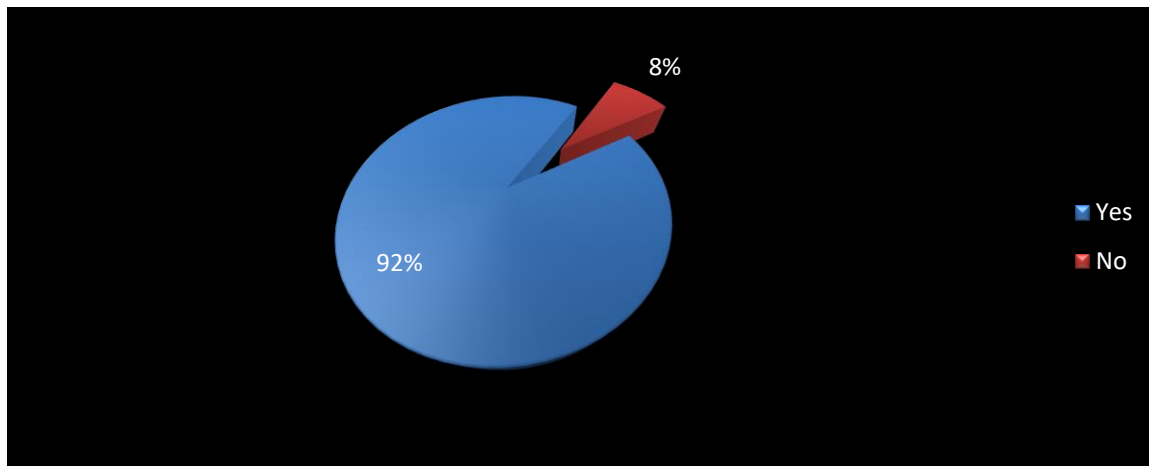
The pie-chart above displays the distribution of the respondents related to the assistance provided by the social media networks while advertising in selection of a destination for tourism & hospitality options.
It clearly depicts that majority of the population in today's world rely upon social media for the travel plans and destination choices. Only a very small cluster doesn't pay the hindrance. We can expect this ratio become lesser in the coming times.
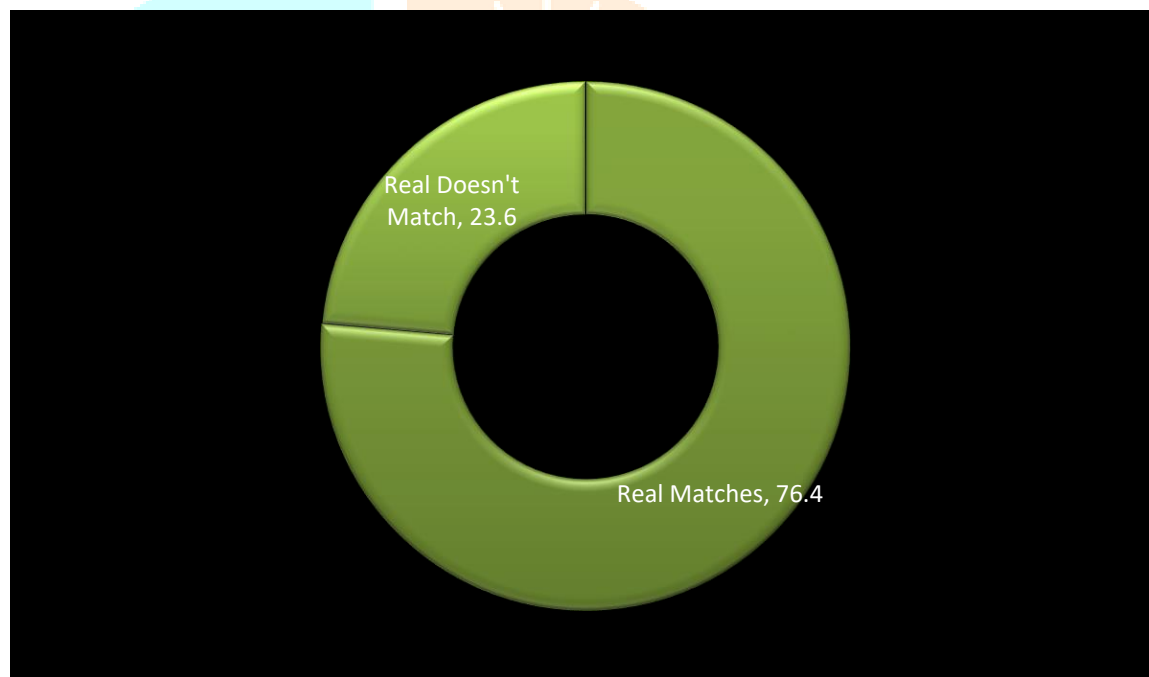

The above diagram shows the response received from the answerers with regards to the variation of what they see in real and in pictures.
It is often been observed that the pictures available in the internet don't match with the exact ones in reality. This creates a huge disappointment among the travelers which has its own negative impact also. In this representation, we could find that such things do occur in the market till date and generates dissatisfaction to a huge level. Scenic views of a picture may vary from time to time due to change in the weather conditions; color change of flora and fauna, etc but change of building shapes, change of the entire landscapes clearly suggests forgery with the information.
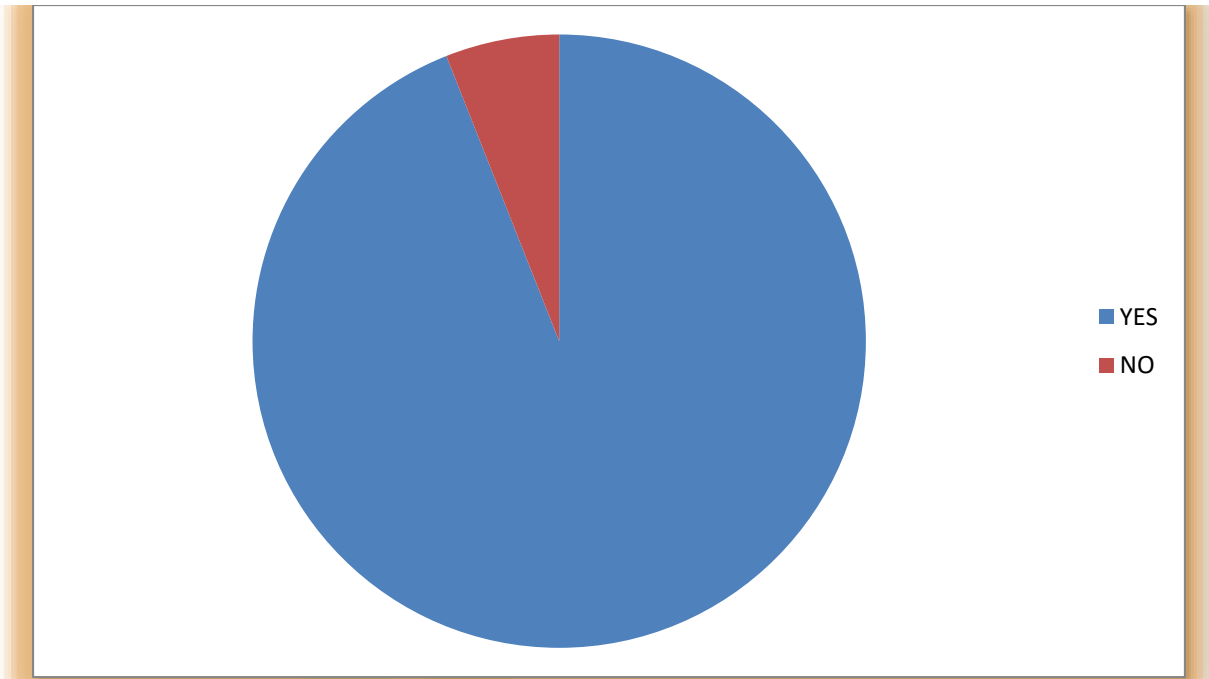
The above diagram show the study result of the social media networks in terms of information provided, direct sales and guest services.

The unearthing suggests that 94% of the cluster finds the information genuine. However, on the contrary, 6% shows a negative inclination on this opinion. This brings forth the idea that in such a situation a detailed evaluation is very much required for the copious   interpretation.
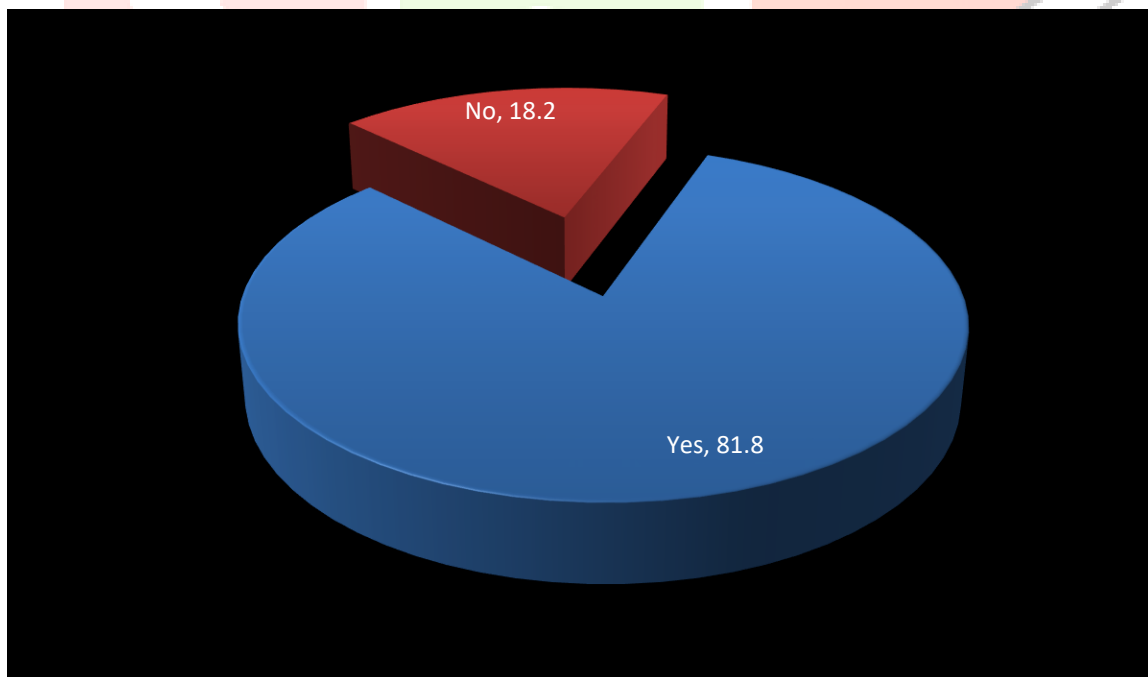

The appellants were asked related to the hospitality products based on advertisements over the social media network.

Majority of them agreed to use the products based on the advertisements although some intended to refuse. The refusal might be because of the price factors in case of maximum.
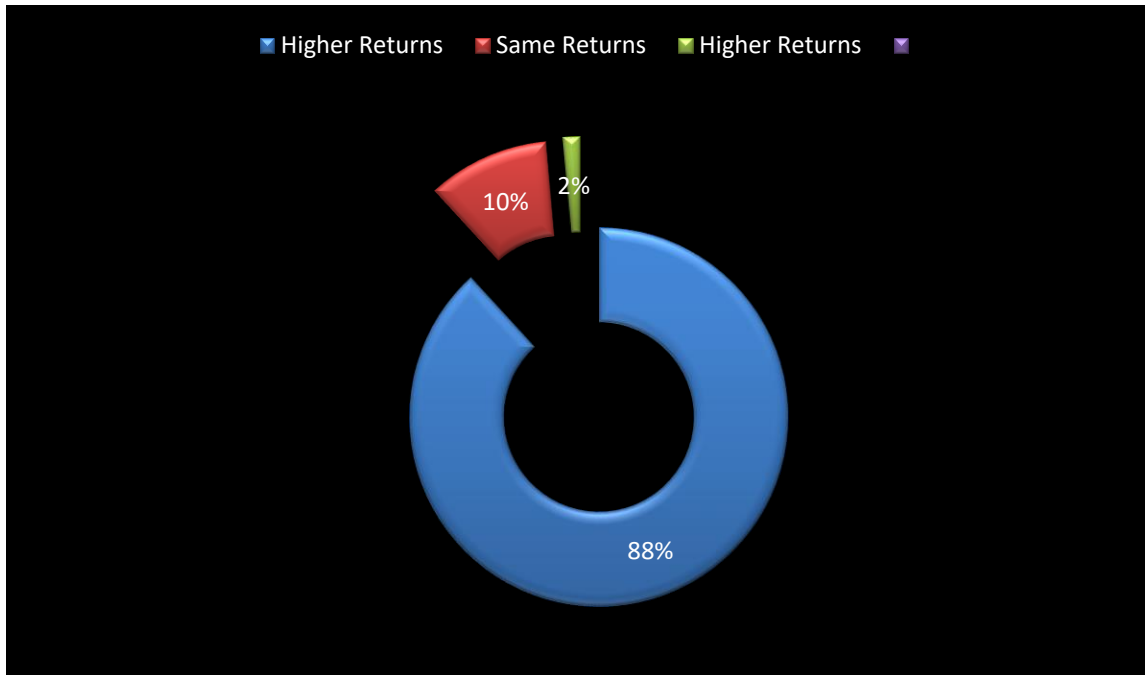
It was also verified by the researchers on the above study whether the business was growing good or not after the impact of social media. The study reveals immaculate findings.

It suggests that 88% percent of the business started growing more and more with the influence of social media. Some properties reported a no change in the result and some with a negative impact. The negative shadow is generally on the very small properties which uses very smaller means of distribution which when started using a bigger forum started failing because of its less popularity.
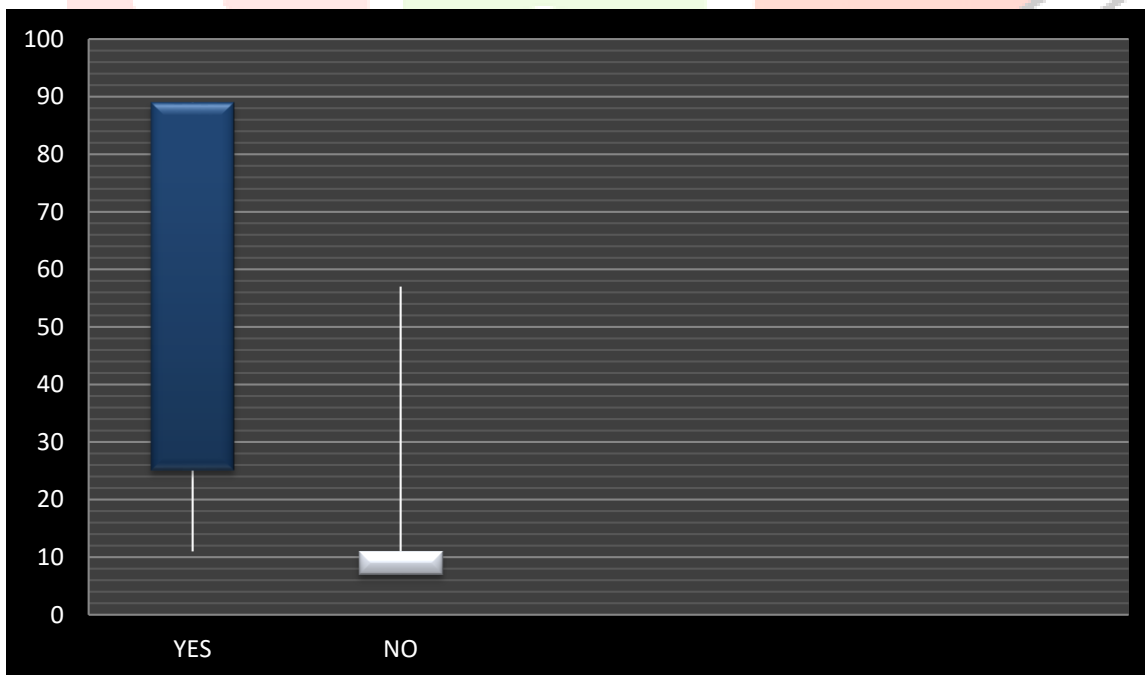
This poll was taken to know the nod of the population regards to the hospitality products worth experiencing or not.

89% gave a "YES" to it and 11% came up with a "NO". They also pointed out that the product cost is too high because of which not all the products are affordable. Some products are really outstanding for which the customer doesn't see the price at all but some products do exist which creates a question in the mind.
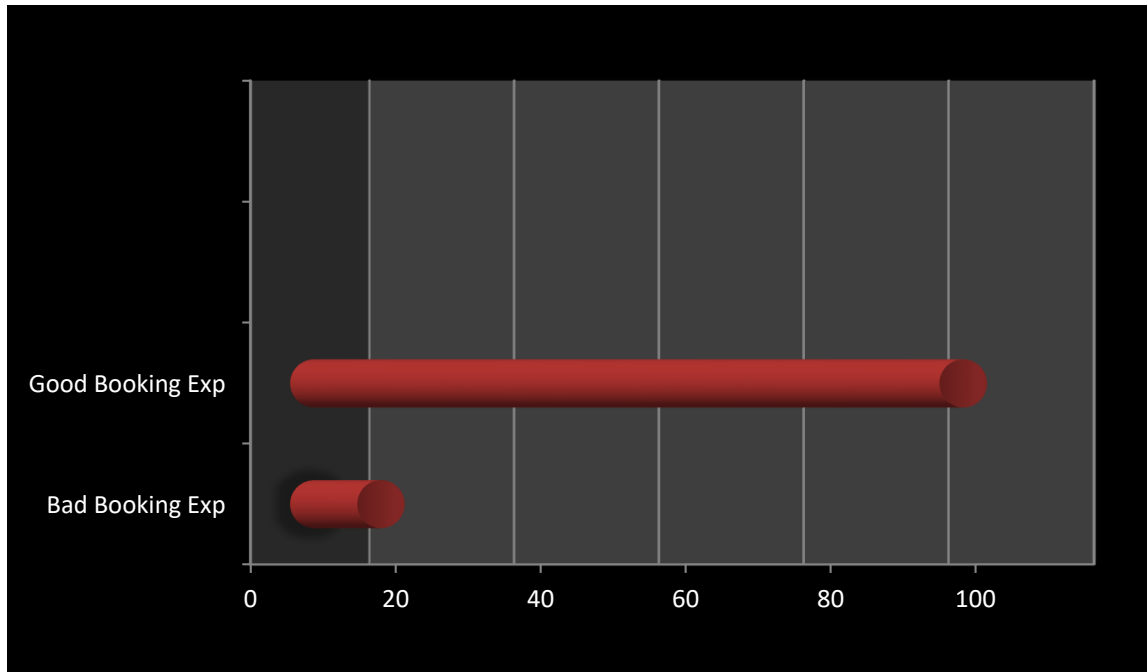
The final study was about the reservation which has a variety of experience depending upon the payment gateway that the company is using.

90.8% of the community said that the reservation experience is smooth and easy going. The invoice gets generated immediately and the voucher also gets delivered to the email instantly. Around 9.2% of the natives are of the view that online booking via social media networks create hassles and the customers face problem.

Conclusion

The inference is listed in point forms for a compassionate understanding:

❖ From all the walks of life people were requested to participate in this study to recognize the change in the daily life of the population.

❖ Social media is definitely creating that sustainable atmosphere for the civilization where they can depend and bet their money.

❖ It was very easily observed that social networking sites such as WhatsApp, Facebook, Instagram and Twitter are very widely used forums from where the updates are being regularly taken by the inhabitants.

❖ It is quite evident that customers get what they see over the screens. However, there is some dissimilarity but that can't rule out the major part of the study.

❖ Customers get many kinds of benefits on a single platform without much navigating issues. Adding to this, the discounts offered over the social networks are very much lucrative which is incomparable.

❖ There are enormous varieties of products available which increases the choice of a human being.

Piece of Counsel

- Awareness is essential for the kind of jobs that can come up because of such a drastic change.
- The value for money must be always taken into care by the service providers.
- The experience (good or bad) must be taken very sportingly and the service provider must work for a better angle of ordeal.
- The society must encourage more and more people to use the social media platforms for exchange of ideas, views and sharing of news also.
- As and when negative feedback is received, the customer must be contacted for a personal suggestion on ways of improvement.

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