

Chapter 8:

Social Media: Marketing Strategies in Hospitality Industry

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Additional information is available at the end of the chapter

Communication, the process of by which people can get information through sending and receiving messages, it is crucial for understanding and providing knowledge to people. It helps to people to understand and venerate their environment and facilitate relationships between and among listener and speaker. In the revolutionary phase of social media there are a lot of modes by which customer can get to know about the catering establishments facilities and feedback as well as the review and suggestions. It helps to them about the make a mind set about the services which is provided by the hotels. Social media application help to assist the management about the need and demand of their valuable customers as well as it help to guests to update their self about the latest trends and events.

1 Introduction

Communal media is one of the major platforms now a day which help to increase the guest footfall in the catering and hospitality sector. And both can update their self about the latest concept and trends. Communication can be many types few of these are verbal or written, formal or informal, verbal or nonverbal, traditional or modern It doesn't matter whatever form it is; the main motive of communication is to pass the information through one person to another. Social media is one of the sources by which anyone can pass the information or promote their self-entire the globe (Adetunji, 2018).

In the modern era social media has developed one of the greatest widespread tools for advertisement, by which any of the sector including hospitality industry can promote their business entire the globe (Alves, 2016). With the growth of reasonable cell handsets, acquaintance in computer operation and easy access to the internet, social media has reached the hands of everyone. "The appearance of social media has ultimately showed the straight connection between the professionals & its conclusive buyer. Social media has completely become the mode of branding, publicity & promotion". (Khan, 2015) None of the business can escape from the effect of social media in the current age. Over the past couple of decades, technology in communication & transportation has transformed the hospitality industry and it is also important that how social media and internet technology with the guest. (Anderson, 2010) Almost all the hotels are providing the mobile check in facilities, UPI payments transaction and CRS and many other facilities. The revolutionary uses of the social media added Millions of users and number of users also getting increases too. In this book chapter I am trying to analyze how social media act like as the marketing tool in hospitality sector.

Hospitality is one of the fastest rising businesses in the domain nowadays. In past between 18th to 20th century many of the travellers use to travel entire the globe due to the religious purpose, later on that religious tour become the habit of human life and then they try to roam entire the globe for leisure purpose. And the revolutionary phase in technology and transportation make it easier. Early of 21th century a bit of uses of technology changed the human life but last one decade technology completely changed the lifestyle of human being as well as the way of doing business in market. Millions of the e shops are available now a day and also hospitality industry does influence by the uses of social media. (Curley, 2014).



In Catering industry or customer-oriented businesses social media have transformed the proportions of registration, reservation, communications, and cash disbursement methods. There are as many of the advantages of social media also there is a dark side of social media. A lot of care must be taken care as the time of uses of social media as the promotional purpose. If it is used in a proper manner & taken care, it can contribute any business a enormous paybacks but if it unsuccessful to do so it can ruin or spoil the image in a short span of time. (Dwivedi, 2015).

Social media is a very useful part of everyone lives. With millions number of user are active in social media on daily basis Now that social media application become noon payable to pay and then play, now all the hotel brands are sharpening their social media strategy to get ahead of the game, because now a days if hotel brand is not active in social media that means definitely, they will lose their business as well as customers. Once hotels brans lost their base customers it's impossible to get back them. So for that hotels have their social media experts' team who make them alive in the market. (Erdoğan, 2010)

Social media marketing platform increases the uses of available application sites identify the presence of product on internet or virtual mode and increases the sale and promote the hotel services in market. Social media sites help to associated and enhance the social networking of business. With the help of social media networking application industry substituted the concepts and information. Social media marketing uses podcasts, wikis, vlogs, virtual videos, snap sharing, bulletin sharing, communication boards, and updates related to hotel or business promotion on social networking sites such as Facebook, Instagram, twitter etc. to reach a maximum number of targeted audience (Bashar, 2012).

2 Specific social media channels

There are many of the social media channels which provide a platform to hospitality sector to showcase their product and market them and enhance the reputation and popularity of hotel or restaurant. Some of those are following which act as a marketing tool in hospitality sector.

2.1 Facebook

Facebook is one of the major channel by which most the hospitality property market themselves and make themselves familiar in market. As per the Acodez survey in last quarter of 2021 there were 2853 million of active users of Facebook and India is the first where it stands on top. Most of the hotels have their Facebook page and over there they share all the information about the event in written form or video form. Page was followed by the customer once they were aware about the same. It is the responsibility of hotel staff to inform their customer about the same and the experts of the social media team responsible about the same how they can make it creative and share with customer. Social media creative team uses the Picture of hotel's interior and exterior decoration, share live video, post video, vlogs and many other and Inspire targeted audience to put location tags or to tag you property in their photos and videos in exchange for a return so that you can increase rendezvous.

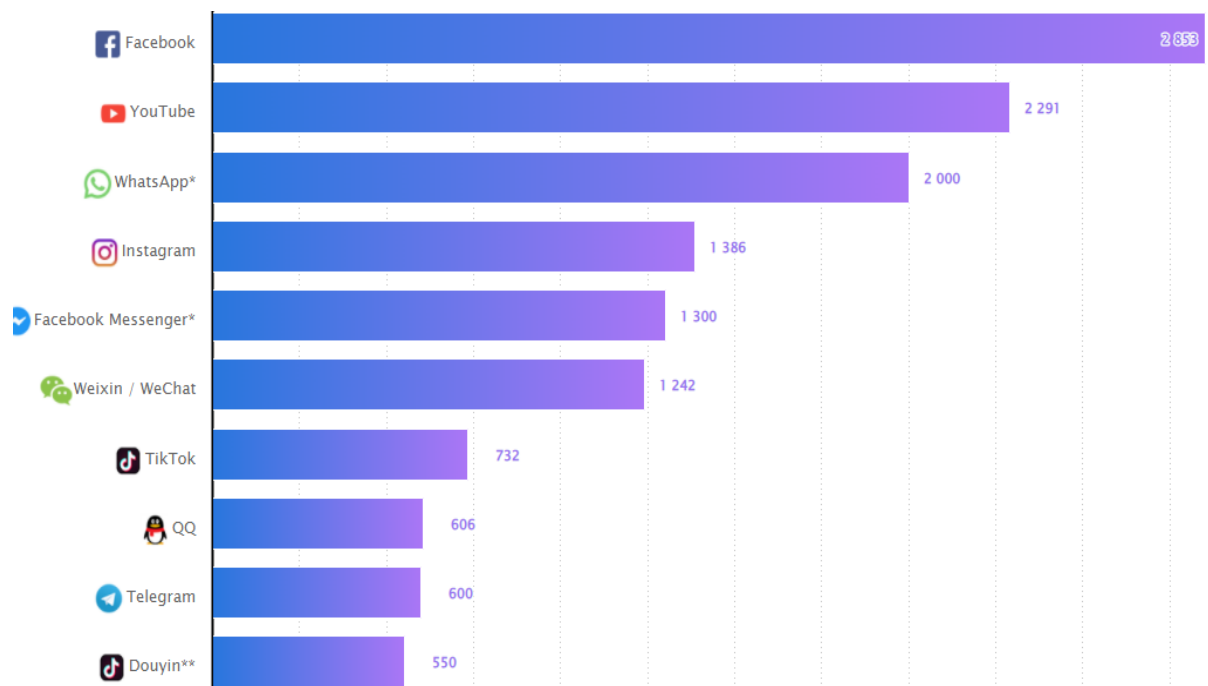


Figure 1: *Number of Active users in millions-2021* (<https://acodez.in/facebook-users-worldwide>)

The above data in figure-1. shows the number of active users of various social media applications. The data was got through the Acodez survey. It reflects that Facebook, WhatsApp, YouTube Instagram and Messenger are the top five applications which are used by the public and hotel promote their self on that platform with the help of video, messages, catboats and templates etc. also share the latest celebration and activities which is planned for future, it helps to make their face familiars in market. And customer try to visit the property.

2.2 YouTube

YouTube has itself about two billion users monthly. This is succeeding largest exploration engine behind the Google. Without YouTube none of the marketing strategies can make stood themselves in market. With the help of YouTube hospitality sectors can create their channel directly and connect with their customers. Also, social media team does the training session for the employee about the same how can they make their customer subscriber of the hotel's YouTube channel. In the modern Covid19 era YouTube is one of the primary key tools for marketing strategy by which hospitality sector can give the virtual tour to their customers about the amenities and hotel facilities. Because Covid19 Changes the entire perception about the hotel visits. Now many of the guest first do the virtual tour then confirm the reservation with hotel, restaurant and other catering establishment.

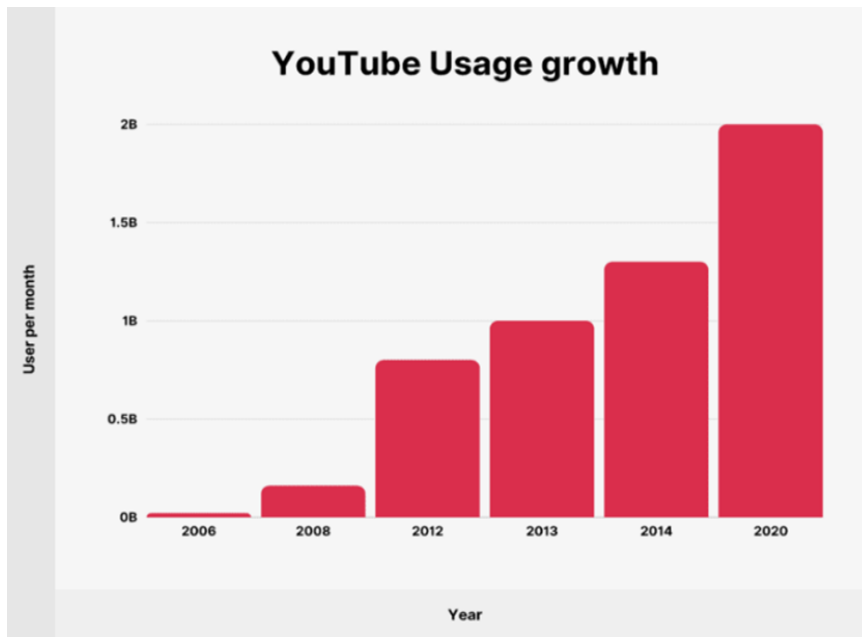


Figure 2: You Tube’s user growth (<https://backlinko.com/youtube-users>)

2.3 TripAdvisor

TripAdvisor is one of the most popular channels in Hospitality sector. Here guest can give their feedback and suggestions as well. It is one of the popular marketing strategic channels for catering industry. As per the TripAdvisor website, they itself receive 463 millions of users in a month. And also millions of users use the channels for giving and getting the positive or negative review about the hospitality industry. And it is a tremendous tool for marketing strategy. Now a day’s marketing is depends upon the maximum number of positive reviews. More number of positive reviews gives maximum number of profit to the any of the sector. Many f the customers after completion of the visit uses the TripAdvisor channel for giving their feedback. The maximum reservations you have, that means maximum number of review hotel or the individual will get, so it’s a great way to spread word of mouth without spending a single penny.

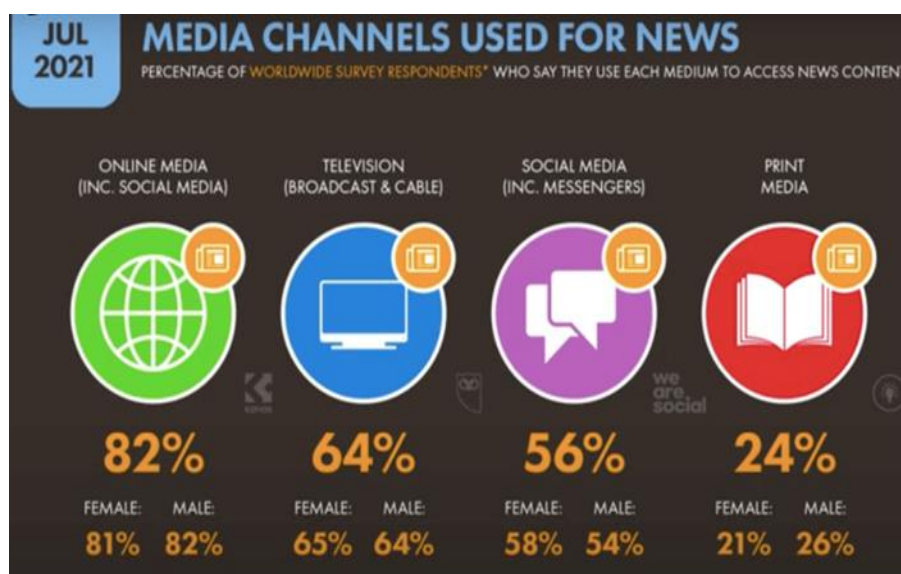


Figure 3: Channels used for news (Source: Global social media statistics research summary 2022)

2.4 Instagram

Instagram is one of the utmost popular virtual platforms which is available for all the travelers entire the globe. Most if the travelers keep themselves updating over there also promote the hotel or restaurant brand. With the help of Instagram, Hotel Social media marketing team increase the guest fait and make it easier for all the guest to share their experience and view about the property through the virtual mode, and it help to them the market their product without any expenses. Marketing team help travelers to find out the information about hotel or restaurant location as well as the information about future functions and events. Here few of the steps need to follow for consistently increasing the hotel business through social media.

- a. Identify your target audience for increasing business.
- b. Regular update on social media post event or live update.
- c. Consistency makes you brighter.
- d. Engage with Audience.
- e. Don't make it complicated to share the images through social media app

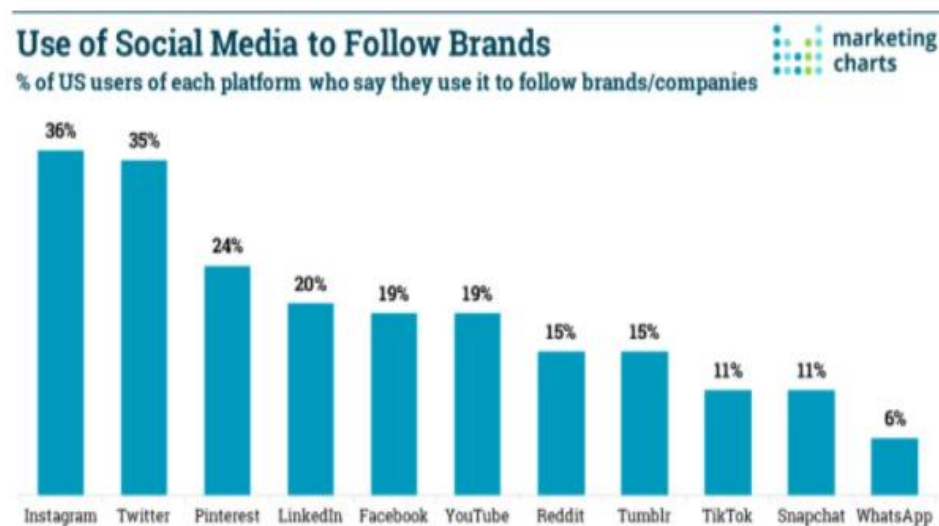


Figure 4: Use of Instagram as compare to other social media (<https://sproutsocial.com/insights/instagram-stats/>)

3 Conclusion

This chapter helps to recognize the perception and significance of social media in the hospitality sector. This chapter helps to identify the conception of virtual media marketing and its promotion approaches in the hospitality and catering industry. In modern era doing business is not an easy task, all the sectors including hospitality sector need to be more active on communal media. And use it as a promotion instrument, because more visibility makes you more powerful in market, and promote the business. Although hospitality sector have their own websites, but most of those have need to be more active on social media application such as Meta, Twitter, Instagram, TripAdvisor etc. And post informative and interesting videos and photographs. With the help of that kind of activity they can increase their business and increase their brand value. Social media engineering is very important for sustaining the business in market. Through using social media channels Hospitality and other food and beverage outlets can connect straight with consumers and target audiences, to endorse their brand more professionally, improve status, revisits of clientele, increase client's loyalty and increase the transactions of organization.

4 Declarations

4.1 Competing Interests

No potential conflict of interest was reported by the authors.

4.2 Publisher's Note

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