International Journal of Recent Advances in Multidisciplinary Topics
Volume 7, Issue 6, June 2026
www.ijramt.com | E-ISSN: 2582-7839 | RESAIM Publishing | www.resaim.com

The Use of Social Media Marketing to Attract Guests: Analysis from the Hospitality Industry

Nilesh Ratnoday[1], Naiya Rana Ratnoday[1*]
[1]*Assistant Professor, Institute of Hotel Management, Guru Kashi University, Talwandi Sabo, India*

***Abstract*: The objective of this research is to provide a holistic comprehension of how the hospitality industry uses social media platforms for marketing objectives in today's digital environment. It also contributes to valuable insights and recommendations that can be used to improve and optimize social media marketing initiatives in the hospitality industry. This research is a comprehensive type. Convenience sampling will be used for the study. The data will be analyzed using both qualitative and quantitative techniques like Descriptive statistics, Visual Interpretation, Chi-Square test. The data would be collected from various sources i.e., Primary source from the Hoteliers & Secondary sources (like reference books, websites, textbooks, etc.). Google form will be adopted for quantitative analysis from responses after administering the questionnaires.**

***Keywords*: Social media, User Generated Content, Convenience sampling, influencer partnership.**

1. Introduction

Hospitality industry is one of the most dynamic and proactively ahead of the curve industries. The industry is always at its toes to serve its customers and target segment with utmost enthusiasm and zeal. The industry being so dynamic requires and undergoes vigorous reinvention in order to consistently offer state of the art services and hospitality products in different areas such as service, technology, global standards, food and beverage, etc. It serves as a major priority for the leaders of the industry to conduct and maintain this ethos of the industry in serving to the guests. This innate and inherent aspect of fine hospitality and state-of-the-art luxury in the Indian hospitality scent is influenced by many factors such as changing guest's demands, cropping up of new market segments, different age groups, global standards, social media, etc.

These are some of the factors that have an influence on the quality and types of products being offered and this allows for the drive for pushing the envelope and giving the best experience to the consumers. As mentioned earlier, the demands for services in the industry and the pace of delivery is quite proactive and dynamic, it also becomes increasingly important to keep a track of the driving forces as well as the underlying influences. These influences prove to be corner stones for changes in the existing SOPs, tariffs, inclusions, analysis, marketing etc.

In the 21st century, the impact of social media is huge in all spheres of work and life. Its impact is undeniable in today's scenario. What began as a social network and a means of connectivity is now fast becoming a powerful medium of voice, impact and influence. No industry is barely untouched by social media and the scathing impact seem to be ever increasing in the future. Through the evolution of social media, it offers a wide range of audience, visibility and provides a platform to exhibit an empowered voice and perspective. It is fast becoming a tool to leverage these benefits by all the industries and employ it for building a brand in the market.

The advent of social media was aimed at opening channels of communication, connectivity and online social participation or networking. However, today it has various forms and utilities that were probably unheard of in the past. Social media has turned out to be an effective marketing tool for online presence and Value brand building. It is an indispensable resource in today's time to tackle the need of the hour in business and growth areas. The social media provides organizations to create and establish a transparent communication channel, which is direct and two-ways. It helps influencing and attracting customers to the products of the organization and introducing them for a wide scale outreach. The potential and prospective customer base remains hooked with the company/products through the buzz or the campaigns for marketing. This creates more traction for the customer product. Thus, meeting the goals of the marketing campaign by leveraging the platform of social media. This is just one example of the potential and impact of social media on attracting guests in hospitality industry.

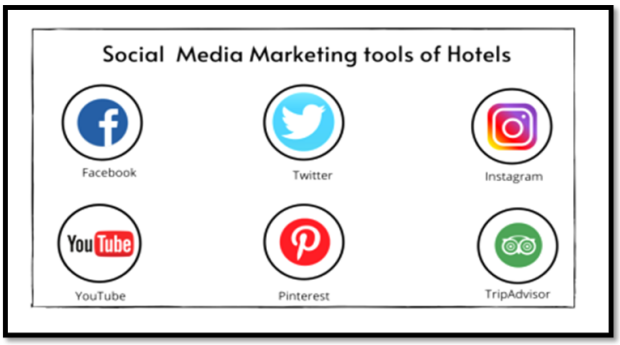


Fig. 1. Social media platform that connects guests and hotels

The conventional methods of marketing and promotion have

*Corresponding author: rananaiya099@gmail.com

been replaced by the online modes of marketing and use of social media. Organizations initiate several campaigns on social media through Instagram posts, YouTube channels, influencer collaborations, online events, sponsorships, etc. This is not just innovative and convenient but also very cost effective compared to print and physical modes of promotion such as billboards and posters.

A. The Use of Social Media for the Hospitality Industry

The hospitality industry is that sector which is in the business of dealing with hotels, food and beverage, lodging and luxury services. With the advent and popularity of social media, it is becoming increasingly attractive and trendy to record, post and share that lifestyle on the social media. A very recent trend focuses on displaying and presenting a certain lifestyle on social media than just experiencing hospitality for an experience of leisure. The rise in influencer culture has also given a boost to this new consumer behavior from the point of view of hotels, this has a positive impact on the business of the sector and works very effectively as a marketing tool to display the USP of the establishment and provide a virtual and vicarious experience for the potential customers. The industry is very aware and conscious of the potential strength and effectiveness of this new age boon, I.e., marketing tool and thus, they are always at toes to leverage and reap of the benefits of this process by garnering better word of mouth and prospective boost in sales through the visibility through various online platforms.

In the world of Instagram and Twitter, Viral trend is a very impactful phenomenon across the internet. The impact and exposure that this phenomenon provides to anything on the internet is actually the inadvertent goal for any marketing strategy. Viral trends open up a new and wide dimension for the product, thereby turning a spotlight of the world towards that particular thing. If we strategically look at it, it offers a very vital potential for product placement and promotion. However, it is not a trend that can be manufactured or created by design all the time. In most cases, it is about mass acceptance and collective resonance, which binds the emotions of the millions of social media users with a collective thread of emotion, feeling, fact, hidden gems, etc. This collective resonance with a particular subject is the basis of viral content on the social media, sometimes it is heartwarming or gut wrenching or surprising or a matter of immediate attention that is highlighted through the channel of these media.

From the point of view of business, it is more of an opportunity for any organization/service provider to understand the mass sentiments or get a pulse of the market by observing the nature of connect of the masses with any particular issue/matter of interest. This shift in the psyche of the masses also sometimes benefit the issue/ person/ thing that is under the spotlight. It provides an inundated visibility that makes anything well known over-night. As per the recent pattern of things, anything viral quickly starts spreading or reaching to a wider audience and soon starts establishing a trend for a short while. This phenomenon of social media trends has a potential outreach that can positively influence many aspects of business and offer a growth opportunity nevertheless.

In the case of hospitality industry, there are also social media managers and their teams who run the official handles of the hotel/ establishment and maintains an online presence by various means and strategies. These teams keep a tab of the trends of the internet and leverage these opportunities for marketing the features of the hotel. This always works the other way round where there is an attempt to launch and popularize a particular feature for a rise in demand and uptick in consumption. There are many benefits of this new-age addition to the working department of the hotel and the benefits are two ways. First, the effortless exhibition of the excellence of the establishment for piquing demand and attracting the target and other untapped markets. Second, this also enables the leadership and management as well as operations in decision making with a clear cognizance of the direction of the market, the hotel benefits from the high selling potential of certain features and products that have received inundated online attention.i.e, viral feature and keeping them to the forefront. This also helps in curating experiences in line with that particular demand of the product, and benefit of this exercise is greater personalization and increase in the ability to serve better and serve to the delight of the customers. In recent years, it has been a common phenomenon to witness vlogging of hotel and hospitality experience by an influencer or even a social media user. Their experience rakes in views and makes the experience more accessible for a much wider audience. It is an interesting trend to witness food and beverage services being marketed on social media through food photography, blogs, hashtags and other things. There is also an added expectation from food to be Instagram worthy and appealing to the aesthetics of the social media trends and expectations largely. Sometimes, restaurants and hotels put up special selfie corners to offer more fit the same bill.

These are very recent phenomena which are very interesting insight into the leanings and expectations of the changing demography and consequently, of the market demands from the business segments/customers. A few decades earlier, most experiences were considered very intimate and personal, undertaken for personal rejoice and leisure. With the changing dynamics of the consumer behavior, today, it is more about a certain display of an image or luxury of a lifestyle, which dictates the demand, and behaviors of many of the users of these social media platforms. This is always an incredible opportunity for the business to boost sales by tapping the peculiar demands and behavior of the consumers.

Social media, in other ways, is a very prominent channel for influence and bringing eyeballs to any aspect of interest, whether personal, people or business oriented. The ability to leverage this boon of the new age is a very powerful and much in demand feature as it boasts of a potential to improve, boost and positively impact the business of any organization by surfing the tide and reaping the benefits of that wave. Every management tries to work in tandem with the marketing needs and potential of the organization where effective strategies and plans made to meet a target and exceed the budgeting. There are many revenue models involved to meet these goals. In the same way, social media today is emerging as a prominent tool for

marketing, which allows for any sector, in particular hospitality industry to make use of the open platform of communication for building a consumer base, and effectively promote sales and meet the pointers of the target by leveraging and observing the consumer patterns. This is also made possible only through the effective influence of social media in the buying choices of consumers at both individual and collective level. There is an incredible opportunity to benefit immensely from if used wisely and strategically to highlight and share the USP of their products to the consumer base.

This research includes a thorough investigation on the usage of social media marketing in attracting guests in the hospitality business. This research intends to provide significant insights into existing practices, effectiveness, issues, and opportunities in the hospitality sector by investigating current practices, effectiveness, challenges, and opportunities.

2. Review of Literature

Lakha, et. al. 2020, concluded in their research paper the importance of social media marketing in increasing the business of hotels in city of beauty Chandigarh. It also explains the conduction of online survey to evaluate the involvement of different age groups on social media platforms like snapchat, Instagram, Facebook. This paper also explains the importance of CSR marketing strategies used by different hotel as advantage by ensuring the recognition from the social influencer by using the community welfare-oriented business method. This paper explains the effective implementation of social media marketing will help hotels in receiving recognition from the foreign clients and investors. It also tells the younger generation are much more familiar with the technology and browsing are most active user of social media platform.

Al-Msallam, et. al. 2016**,** this research paper explains the desired participation benefits for hotel members: functional, social, psychological, and hedonic benefits. These benefits are related to the need of multiple consumers. It also talks about the use of benefits to attract the potential customer to follow the brand page of the hotel at different social media platforms. Collecting of information through different pages of hotel on social media will act as an influential element to attract the potential customer to join the brand page and encourage the current customers to frequently visit to the page. This also explain that the social media act as an innovative tool by which hotel brand can take a proactive approach to manage their brand relationship with the customers. By analyzing the post of the customer on the brand page will help the Hotel marketers to identify the most important attributes of the brand. This will help marketers to take action based on both complimentary review and complaint about the service. Particularly for the complaint by immediately understanding the discomfort of the customer and replying to their comment and this would also help to create a personalized bond with the customers and a favorable brand image.

Yogitha, 2018 concluded that this research paper explain that the social media proved as an effective mode of communication and effective mode of marketing of the hospitality industry. It also explain how hospitality industry must adopt social media as a marketing tool for promoting business and reaching the perspective customers. It also tells about designing of their own website and opening of account at different social media platforms like Instagram, Facebook, twitter etc. so that they can post pictures and furnish informative information about the facilities and what they offer. The objective behind this research paper is to understand the current social media practices adopted by the Hospitality Industry.

M**.**Bennaciri, 2011, concluded that this research paper explains the impact of social media marketing on customer perception. It also acts as an important tool for building brand awareness, researching consumer opinion and crowd sourcing, and driving traffic to brand websites. Social media also help to get immediate and direct feedback from their clients, so that hotel can understand the needs and wants of the customers. It also tells costumers are more likely to trust a hotel website if it is design is attractive and professional. This paper also explain that the reviews posted in the form of blogs can have both positive and negative impact whereas people tend to trust more on negative reviews than on positive reviews. Study shows that the people are more interested in thought about the product, brand and services from famous blog and different review platform like trip advisor etc.

W. Lim, 2010 concluded that this research paper explains that how hospitality industry has been the product leader in understanding the importance of search engine optimization and the value of websites. Hotel websites were also considered the online brochure during their early stages. It also explains the importance of different online platforms in the fast-emerging world of social media. It also talks about the importance of social validation, when customer do not have a clear picture about the brand to make the decision. The most social validation takes place through viral marketing where the person gets the information through individual he/ she trusts. They have also covered the impact of customer reviews create the impact on the business.

Debra Zahay, et. al.2010, concluded that this research paper explains the relationship between customer-based performance measure and business growth performance in terms of strategic market positioning decisions, and suggesting customer-based metric plays a key role in overall business achievements. When there is increase in sales and increase in net income checked separately, focusing on retention efforts versus the competition is positively associated with sales growth, whereas net income growth is associated with a focus on both retention and ROI.

Tracy Tuten, et. al. 2015, concluded that this research paper explains role digital and social metrics play in refining marketing strategy and tactics. This increased emphasis on metrics in the marketing industry signifies the need for increased quantitative and critical thinking content in our marketing coursework if we are to adequately prepare our students for industry needs. It also explains the growing relevance of marketing metrics, reviews the metrics currently available for digital and social media. It has also reviewed the increasing availability of digital and social media marketing metrics and their value to the industry. It has addressed the need for analytical content for the development of critical thinking

skills among marketing students.

According to Abdullah Awad Alhaddad, 2015 this research explains creating awareness through brand advertising has created positive effect on brand equity, brand awareness and brand image. It was found on brand equity there was a positive effect of both brand awareness and brand image. This research model, explain that brand image has greater effect on brand equity when compared with both advertising awareness and brand awareness. It was also found that creating awareness through advertising plays as a good source of meaning and identity for a brand by enhancing brand image and brand awareness.

P. sri Jothi, et. al. 2011, this research explains the major contribution through communication about the product or service to brand competition in the market. It also promotes the creative innovation. It also highlights the fact that no brand can progress without effective communication strategy to attract their customer. It also highlights the use of social media networking sites like Instagram, Facebook and twitter etc. have become a personal, product and corporate branding hub in India nowadays in digital era. The hospitality industry throng their advertisement on social media sites with more interactive and fascinating factor so that the identity can be developed by a brand among the right choice of the target market.

Yet M.Lim., et. al. 2011 concluded that this research examines the impact of online advertising in terms of consumer response and its impact on online purchase decision making. It also suggests that online advertising may be a powerful marketing tool in terms of online environment. It also implies that marketers should include online advertising in their advertising media mix as online advertising promotes online buying. Online marketers and retailers should place more attention on the design, usefulness, and integrity of the online ads to promote a positive attitude toward online advertisement among the consumers. This study has contributed to the understanding of online consumer behaviors in relation to the impact of beliefs about and attitudes toward online advertisement, which has profound implications for organizations promoting business through online advertisement.

According to Joyeeta Chatterjee, et. al. 2021, this research explain about the changing trend of internet over the years has brought about a paradigm shift in global consumption trends. Tourism is an important revenue generating industry for local population that empower and increases sustainability. It also explains that the promotion of sustainable tourism destination on social media platform will improve the destination accessibility and visibility to the visitors. This study has explained in depth about sustainable tourism in the selected regions and found that the different sustainable tourism products for promotion and maximum visibility on social media platforms.

According to Yeajin Joo & Hawayoon Seok, 2020 this research explains the role of social media and decision making in process of rural tourism. When potential tourists consider rural tourism, society atmosphere and circumstances of individuals helps to push the intention of the tourist. Marketers were to focus more on encouraging the sharing of tourism experiences; this could aid sustainable tourism growth. Social media could facilitate and encourage the act of sharing. Several events can be hosted by the marketer including social media sharing activities, such as giving prizes when people upload posts.

According to Willem JL Coetzee & Tara Duncan, et. al.2020, this research explains the impact and characteristics of eWOM on consumer behavior both within and beyond hospitality studies. The analysis provides the various impact of eWOM through evidence based conceptual framework on consumer behavior in hospitality. This research also various mechanisms through which eWOM can affect affective and normative perceptions. This paper also emphasis that eWOM is able to affect consumer at any stage of their decision-making process.

According to Hon Kwong Lui & Geng Cui, 2012, this research explains the effect of online review on consumer purchases and their combined effect has huge effect on new product sales. The effect of reader page views is notable for both experience and search products, but the sheer number of page views has a bigger impact than the volume of reviews only for search products, indicating the important role played by followers or latecomers in this product category. The influence of eWOM as assessed by the overall number of reviews is positive in the early phase of a PLC and declines in the later term, indicating the importance of early reviews. The findings of this research shed some light on the influence of eWOM on new product sales and provide intriguing insights for marketing professionals.

Bola Afolabi & Rosemary Matikiti, et. al. 2012, concluded this research has added to current information by exploring the potential of social media usage and its relationship to business efficiency from a multidimensional standpoint using both internal and external aspects. The report found support from earlier research conducted across many industries and nations; therefore, generalizability is not a concern. This research makes two contributions. It focuses on the moderating influence of internet marketing expertise to give empirical evidence regarding the impact of digital marketing usage on firm profitability.

Rob Law, Qiang Ye, et.al. 2009, concluded this research adds to the hospitality discipline by revealing the impact of online consumer-generated evaluations on the volume of hotel room purchases made online. The introduction of a proxy to identify the total number of online bookings on a travel website makes a methodological advance. The findings indicate that online user reviews have a significant impact on online hotel bookings. This study's findings are consistent with previous research in other domains. Hotel managers should carefully analyze online evaluations, particularly those posted on a third-party website, regarding their properties.

According to Billy Bai, Xi Y. Leung, et.al 2017, This research explain the Facebook message strategy typology has two elements, dealing with "what to say" and "how to say it" on hotel Facebook sites. Consistent with the research classification, the initial communication format classification included four types: word, picture, Web link, and video. This

finding suggests that hotels at various size levels utilize Facebook in various ways as a means of advertising. It was found that Facebook message strategy influences the success of Facebook marketing. Message contents and types had varying degrees of effectiveness. In terms of message content, product, brand, and involvement messages outperformed information, reward, and promotion messages.

Gaurav Seth, 2012, concluded that this research explains Business adoption of social media an argument was made about how these organizations' customers view this approach to marketing, brand formulation, and management. Companies must constantly use social media to monitor, analyze, and evaluate consumer evaluations in order to achieve better business outcomes. Businesses will need to develop digital media strategies to protect themselves from false information and unfavorable exposure. For best success, social media, like any other technology, should be approached with adequate planning and strict restrictions.

According to Ola H Alkhatib, Rand Al-Dmour, and et.al. 2023, this research explains that in Jordan's tourism sector, the impact of social media marketing fosters brand loyalty through customer satisfaction as a mediating variable from the consumers' perspective. It involves three major concepts: social media marketing drives, customer satisfaction, and brand loyalty. It was discovered that beneficial social media efforts were the most important factor influencing brand loyalty, followed by content relevancy, popularity among friends, and visibility on numerous platforms and apps. It was found tourists are more likely to interact and make travel decisions based on material supported by influencers and developed by their peers, and personalizing suggestions to their interests and previous journeys is critical for customer retention and attraction.

Rui Raposo & Vitor Roque, 2015, explain in the research the performance of the various DMOs in terms of social media outreach may be directly related to the effectiveness of their official websites in terms of worldwide visibility on the Internet. Uniform Resource Locator (URL), and that the addresses applied by each DMO in the various social media applications used. Some DMOs were reported to be concerned with the selection of names in order to preserve some coherence across different apps.

Peter O Connor, 2011 explained in this research explain that major hotel businesses are present on Facebook to some level; their use of the site is basic. With a few exceptions, most suffer from low levels of visibility, activity, and engagement and must take more decisive action to fully realize their potential. Even when hotel businesses actively use Facebook, it is debatable if their activity is of interest to their customers. The reaction of subscribers to the information posted is a good indicator of engagement. Response, in the structure of Likes and Comments, activates the Network Effect, which disseminates that material to the Fan's network of Friends, distributing the brand's message to a larger audience.

According to Dr. Kaveri Devi Mishra, 2017, this research explains the modern age of journalism, the internet, social media, and citizen journalism have the potential to supplement and reorganize mainstream media. Different aspect of social media's complimentary nature has been the shift in attitudes within media firms and the proliferation of forms, such as live, curated blogging that include public comments into mainstream coverage and social media's complimentary nature has been the shift in attitudes within media firms and the proliferation of forms, such as live, selected posting on blogs that include public comments into mainstream coverage.

According to Md. Yusuf Hossein Khan & Tanvir Abir, 2021, this research explain way to boost destination awareness, reach out to the masses, encourage travelers to plan their trip, strengthen the destination's image as a favorite destination, target new/specific sectors, spread beneficial word of mouth, increase the number of tourists, create buzz around the goal, and increase the number of Facebook likes can all be accomplished through the use of social media. Major destination marketing organizations have begun to promote tourist locations and products through social media. As a consequence of the research on social media in the tourism business, it is recommended that Bangladesh tourism have a substantial presence on social media, allowing for direct and successful two-way communication with tourists.

Rajiv Kaushik, 2012 concluded this research explain the popularity of social media is expanding, and there appears to be no turning back. It appears that social media will largely replace other essential components of marketing. Social media is attempting to bridge the gap between marketers and customers by maintaining a constant dialogue, creating trust, and communicating with the right audience in the right way as quickly as possible.

Kyung-Hyan Yoo & Ulrike Gretzel, 2017, concluded this research explain that in the tourism industry, social media use is already ubiquitous and continues to develop. Travelers can use social media in a variety of ways, including informing their decisions, forming and presenting travel identities, daydreaming about vacations, connecting with like-minded others through groups of shared interest, sharing experiences with those at home, helping others have better experiences, gaining status, regulating psychological states, and expressing their creativity. They open up new avenues for contacts, conversations, and transactions that would not have been conceivable without the technological backing that social media platforms give.

According to Sujeet Kapur, Vaibhav Kumar Vishwakarma, et.al. 2020, this research study goal was to determine what factors influence hotel selection by guests. This study on social media marketing, YouTube, Facebook, Instagram, and Twitter are the most prevalent social media marketing channels utilized in making decisions on where to stay. The goal of the study was to examine the impact of hotel features on social media marketing on hotel selection by guests. The location of the hotel, online feedback and critiques, and the hotel's unique selling proposition are the most influential elements of properties on social media marketing in guest selection. This research will also motivate researchers to expand their knowledge of social media marketing in hotels. It will also be extremely beneficial to Sales and Marketing professionals, as they will be able to work on their current social media

marketing tactics and improve them in a more effective manner to meet the needs of various segments of guests.

Tianyue Chen & Ruolin Wang, 2014, concluded this research study focuses on how guest's preferences and attitudes for picking a hotel differ, and what factors influence a traveler's decision regarding which hotel to stay in. Although the poll did not reject the relevance of the relationship between optional hotels and customer feedback, using social media is also significant in people's lives due to the growth of a living standard in the hotel business. Most hotels and online ticketing companies have already established public social media accounts and focus on resolving passenger complaints in order to achieve high visitor satisfaction.'

According to Ahmad Aljarah, Blend Ibrahim, et.al. 2021, this research explains that SMMA influences the amount of trust among customers that frequent coffee shop businesses Facebook pages. This mindset promotes brand loyalty, which improves the likelihood of customers returning to the same location. Customers trust in the company grows because of effective efforts from coffee shops Facebook pages, which builds brand loyalty and encourages customers to return to the same location in the future. It helps to understand how pages on Facebook can employ SMMA to increase brand profitability. This demonstrates that SMMA improves and strengthens customer's interest in returning for coffee, because visitors who are active on coffee-shop Facebook and Twitter pages are more likely to return to these pages in the future.

According to Sofía Reino & B. Hay, 2011, this research explains states that the many tourist stakeholders are still failing to appreciate YouTube's potential. Tourism organizations are still attempting to figure out how to apply conventional campaigns to these new media. What they do not realize is that the market has changed, and simply putting existing TV and cinema content on YouTube is no longer sufficient. The democracy of services such as YouTube is freeing for tourists. They may now determine what they want to do based on the observations of other compatible tourists, because visitors do not want to be sold a destination/product, but rather want to be active participants in creating their own experiences based on the experiences of others.

Ms. Devika Mutalik, 2021 concluded this research explain social media is an enormously vital instrument for hotel marketing. It aids in better understanding of the customer point of view. It also saves money and allows you to reach more people in less time. Marketing is critical to the long-term success of a brand. A brand may keep its customers up to date on hotel promos and services by using various social media platforms.

According to Cody Morris Paris, Woojin Lee, et.al. 2009, this research explains the contribution to the literature by demonstrating that user trust and expected relationship through Facebook had a substantial effect on user acceptance of Facebook and real offline behavior. It also focuses on the societal ramifications of social media user acceptability. This research finding is critical for businesses and organizations as they progressively adopt marketing tactics centered on social media and user-generated content. Understanding the social concepts inherent in social media, such as social capital and the associated ideas of trust and relationships, as well as the impact of these concepts on attitudes towards the technologies being used and consumer behavior, will allow for more effective marketing strategies.

Dalian Zakhaev & Gandhi Imran, 2017, concluded this research explain electronic marketing considerably facilitated customer purchase behavior towards hospitality enterprises in India. As a result, it has been determined digital advertising has a major impact on client buying behavior in the Indian hotel industry. This study proposes that hospitality organizations in India move away from traditional marketing approaches and incorporate electronic marketing into their advertising campaigns in order to better remain in touch with clients.

Saumya Singh, Sukanya Sharma, et.al. 2021, concluded this research explain the customer brand relationship has a favorable impact on customers purchasing intentions via SM. This means that when people gain trust in fashion companies, they are more satisfied and committed to specific brands, indicating significant buy intent among customers. Marketing managers should concentrate on instilling trust, contentment, and commitment in customers through a variety of brand related activities. This research could assist merchants understand their customers and optimize their company strategy by focusing on perceived SMMA based e-commerce technologies.

M. Nick Hajli, 2014, concluded this research explain the internet and the growth of social media have facilitated consumer connectedness. Consumers communicate socially through social media platforms such as online forums, communities, ratings, reviews, and recommendations. These interactions provide varied values for both businesses and consumers, and both are active in the value co-creation process. This study explains technology acceptance model constructs and connects them with trust and social media notions to present a model for examining the role of social media in online shopping and digital commerce adoption. The findings suggest that social media-induced trust has a considerable impact on purchase intent.

According to Dr. Thiruchelvi Yogesh & Kirthana Mathivannan, 2020, this research goal was to develop a theoretical framework for understanding the marketing efficiency of various social networking sites in the hotel business. This study investigates a conceptual framework that aids in comprehending the importance of social media activity while booking a hotel. These determinants will assist hotels in creating more effective promos as well as providing insight into how they may encourage their customers to provide feedback. Studying the impact of social media on hotel bookings could lead to more inventive options and ideas for both the hospitality industry and customers.

Hyunsoo Lee & Yoojin Han, 2021, concluded this research explain hotel sector is in a state of crisis because of the increasing risk in the hospitality market. It also looked into the major factors that contribute to the continued expansion of the luxury hotel sector in the face of a plethora of other options on the market. This study proposes which aspects the hospitality industry should concentrate on in the future by examining the

qualities of a newly developing and rising concept using social big data. It is clear that the popularity of the lifestyle industry is due to the niche market of lifestyle hotels, which differ from boutique hotels. The findings of this study show that the most essential aspects of lifestyle hotels are their design, geographic characteristics, diverse experiences, and flexibility to adapt to current trends.

According to Estefania Ballester and Carla Ruiz, et.al. 2021, this research sheds light on the influence of FGC on CE and in driving user behavioral goals. The study used the same approach to examine two important variables in this context the perceived enjoyment and uniqueness of FGC uploaded on an official brand Instagram account, as well as their subsequent influence on CE. The data is subjective enjoyment and originality had a direct effect on emotional CE. This finding is consistent with prior study, which revealed that innovative and interesting Instagram based content might foster tighter relationships between companies and customers, potentially leading to the development of CE and affective CE promotes user behavioral intentions in a variety of ways. It boosts favorable eWOM and the intent to follow the restaurant advice, which benefits the brand.

Richard Gruss, Eojina Kim, et.al. 2020 concluded this research explain identifying the language that causes CE has become more essential in almost all businesses because to the widespread usage of social media in business. It demonstrates that abstract language that evokes a sense of social togetherness has a large favorable influence on likes and shares but not on comments. We see that each group has its own set of phrases, and these specific phrases add greatly to the amount of shared and liked content. This research enhances current understanding of businesses social media operations by empirically demonstrating that socially conscious language increases consumer responses on social media, signifying an effective method for increasing CE. It also proposes that restaurants develop social media postings that reference vocabulary and rituals that convey a sense of belonging to a social belonging, because this language leads to greater CE.

According to Scott Fay, Yubo Chen, et.al. 2011, this research investigates the linkages between customer review posting behavior and marketing factors in social media, as well as how these associations evolve as the Internet and consumer site reviews gain wider adoption. We discover that marketing variables influence consumer online posting behavior, and that each marketing variable has a unique relationship with the amount and valence of online postings. These correlations change over stages of Internet evolution in terms of both the volume and valence of online customer reviews. These findings imply that as the Internet has been more widely used; expressing discontent has become an important motivator for publishing reviews.

Guilherme Pires, Man-Lai Cheung, et.al. 2019, concluded this research explain show that SMM aspects have a significant role in creating CBE and brand knowledge, and that interaction, EWOM, and trendiness are key drivers in building CBE, which drives awareness of the brand and its image, partially corroborating previous literature findings. Interaction, EWOM, and trendiness should be viewed as techniques of increasing customers' cognitive processing, attachment, and activation towards the target brand, and should be considered effective in influencing consumers' brand views. This also demonstrates that CBE has a large and beneficial impact on the perception of a brand, proving the significance of CBE in brand knowledge building. The findings show that interaction, EWOM, and trendiness have an indirect effect on brand awareness and image.

Premaratne Samaranayake, XiongYing Cen, et.al 2022, concluded this research explain that Online comments in the e-commerce business help people shop online. Consumers are increasingly reliant on review data to assess the quality of products and make purchasing decisions. The impact of internet reviews on customer behavior has significant theoretical and practical ramifications. The fixation count distribution reveals that buyer's visual attention is primarily focused on comments containing the five mobile phone features listed below: running smoothly, battery life, good state of phones, pixels, and after-sales support. Consumers likely to abandon purchasing mobile phones when they pay greater attention to unfavorable comments, according to the behavior results and Consumers frequently prefer to buy when they pay greater attention to positive comments. There is a strong link between visual attention and behavioral decisions results.

Dr. Kavita Khanna & Ms. Preetika Chadha Kaushik, 2015, concluded this research explain not only can social media have a favorable or negative impact on small enterprises, but it may also have a detrimental impact on five-star luxury hotels. Actions become necessary, and quick responses to genuine assessments might result in a large payout. This is significant when it comes to brand image. Many hospitality firms have benefited from the use of social media. Whatever the feedback were favorable or unfavorable, they responded appropriately. With the quickly evolving technologies, no hospitality business can afford to ignore social media. It should also be noted that this is only the beginning and no one knows where it will lead us.

Firas Mohamad Halawani, Patrick Chin Hooi Soh, et.al. 2019, stated this research has filled a key vacuum in the realm of organizational social media usage. This study investigated the social media characteristics of hotels and their impact on hotel business performance. The proposed methodology is thought to be more appropriate for examining social media usage from an organizational standpoint, particularly among hotels. This model includes appropriate measurement scales for measuring the actual use of social media and its advantages among hotels. The findings of this research study are useful since they provide vital recommendations for hotels expecting to improve their company performance by utilizing social media. The findings may also provide significant insights into other corporate sectors planning to invest in social media.

Zhong Yuting, 2019, stated this research explain E-commerce, as a brand-new modern business format, has completely changed the economic activities and business concepts of the lodging industry through its vertical commercial operations, having a significant impact on the classification and

rebuilding of the lodging industry in the new era. The electronic interchange and interplay of information have substantially increased the convenience and dependability of trading activities. The importance of e-commerce technology applications in hotels is not limited to developing their own website, advertising and marketing rooms online. The more beneficial influence is that it provides an interface for interaction for each operation department of the hotel, merging diverse operation departments into an organic entity, hence boosting hotel operations efficiency and raising hotel income.

Yao Yao & Zihan Xu , 2022, concluded this research explain Employing a SWOT analysis of luxury hotels in first-tier Chinese cities, this study attempts to analyze the marketing counter-attack of the hard-hit hotel business in the aftermath of the epidemic. It also discussed how changes in external policies and the social environment during the outbreak affected the strengths and weaknesses of luxury hotels. To some extent, the rapid rise of e-commerce has spurred hotel sales, although the traffic on its platforms is not as large as that of travel websites that demand commission payments. The number of sites available for consumers to compare rates is growing, but hotel earnings are shrinking. The brand effect, international business hotels can increase revenue from hotels in other tourist cities.

Nigel Lockett & Aurora Garrido-Moreno 2016, stated this research explain social media platforms are here to stay, and they have created a new landscape for hotel businesses. Because of the concept's novelty, its adoption and utilization represent a significant obstacle, and further study is required to advise hotels in its efficient implementation. This study shed light on the phenomena of SM adoption in a hotel environment, exploring the topic quantitatively and qualitatively, and facilitating a comprehension of the most commonly utilized tools. The key benefits and drawbacks of its implementation. This research also assists in gaining vital information in order to appropriately apply these activities to improve customer relationship management.

According to Belias Dimitriosa, Rossidis Ioannis, et.al. 2022, this research investigated the most recent digital marketing trends. Implementing digital marketing can provide a variety of advantages for a luxury hotel. It is crucial to note that digital marketing, as it occurs today mostly through social media, may conceal a variety of hazards that can generate a negative image of the hotel. The majority of the threats stem from bad social media remarks and the hotel's incapacity of transforming the negative opinions. This is the most important aspect of a hotel's digital campaign. There is an opportunity that will help in better understanding the situation of digital marketing and especially of the reviews made.

H. M. Moyeenudin, Javed Parvez Shaik, et.al. 2018, stated this research explain the advantages of implementing digital marketing are minimal cost and strong advertising material. Optimizing the hotel website on a regular basis will result in increased hotel business. By using this strategy, the hotel website appears in the results of search engines and is rated based on frequency. Videos are an excellent source of digital marketing in the hotel industry. If the hotel has a promotional film that can be preceded by doing on YouTube and Instagram, the hotel marketing specialist must make a video with a marketing strategy tailored to the hotel facility. Choosing a decent PMS that is compatible with internet and meets the needs of the hotel is a key responsibility as this helps in obtaining and maintaining the rooms occupied, and it operates with the help of the hotel website.

Lorenzo Masiero & Alessandro Inversini, 2014, stated this research explain that hoteliers observed a direct relationship between OTAs and social media in terms of importance for online sales, with the latter having a higher effect on the importance of OTA than OTA have on the value of social media. The likelihood of considering social media and OTA as significant for online sales varies further depending on numerous additional characteristics, which curiously varied across the two variables studied. This study also explains a tradeoff between visibility and sales volume, implying that more complex distribution mechanisms based on the unique properties of social media rather than those of OTA may be envisaged to boost sales volume.

Cathy H. C. Hsu & Rob Law, 2006, concluded this research explain the majority of hotel Website users have made online purchases, and there was little variation in assessments between online browsers and online buyers on the featured hotel Website dimensions and qualities. Hotel Website users deemed the majority of the featured Website elements important. It also helped the hotel sector by providing useful information about hotel Website characteristics and attributes preferences from the standpoint of hotel online purchases and online browsers. Hotel management can therefore consider such preferences while constructing their websites, attempting to retain the helpful and appealing contents of the important qualities. These hotels must commit to internet marketing and information sharing via their own websites.

According to Peter O'Connor and Andrew J. Frew, et.al. 2002, this research explains traditional distribution channels, which include CRSs, GDSs, and travel brokers, retain their current prominence. Despite the excitement surrounding online commerce and the fear of disintermediation, it is obvious that both the GDS and travel agents continue to play significant roles in the hotel distribution process. According to the report, the web delivered channels that will increase the most are those that are driven by hotel chain CRS in terms of information and reservations. Data consistency might be achieved with minimal effort by feeding each of the many paths to the client from the hotel chain CRS. The fundamental electronic distribution concern for the future is developing and maintaining a powerful CRS.

According to Sherrie Weia, Hein F. Ruys, 2001, they concluded this research focuses on Internet usage and its relationship to organizational characteristics and geographical regions. While the Internet is still in its early stages as a mainstream communications medium, the vast majority of the hotel properties where the respondents worked had Web sites and used E-mail. The size of a hotel has a considerable impact on several characteristics of Internet use. A higher proportion of bigger hotels had their homepages designed by media professionals. More medium-sized and big hotels

communicated with corporate offices and suppliers via email, with substantially more medium-sized hotel properties communicating with suppliers via email.

GJogaratnam & rob Law, 2005, stated in their research explain the international hotel sector has undergone and will continue to face a technological transformation. For demanding and sophisticated hotel visitors, high profile and high-tech services have become necessary. The integration of new, Renew, challenge for hotel management in the twenty-first century. Most Hong Kong hotel IT systems place a strong emphasis on administrative and operational activities. IT is still primarily seen as a tool or simply an image rather than a significant component in a hotel's strategic planning process.

Camison, 2000, eplaun that this research indicates there are statistically significant differences between the enterprise's strategic position in IT and the variables pertaining to the type of hotel operation, location, size, and legal category. These statistically significant relationships appear to support strategies that view IT as a management and strategic process asset. The movement towards network-based organizational models based on partnerships or strategic alliances, or towards the virtual enterprise paradigm, can have a significant impact on inter-organizational information systems, which the literature has only begun to investigate. The collaborative exploitation of information resources can be a source of long-term competitive benefits, allowing hotels involved in organized electronic markets to perform better; the research has a promising work line that is yet under-utilized.

Wonae Cho, Michael D. Olsen, et.al. 1998, concluded this research explain although it is critical for a lodging company to carefully analyze the results on its IT investment, the company also needs to take a more proactive and long-term strategic approach to IT. This posture would enable the company to use IT in an innovative way and to conduct business in a manner distinct from others, so improving its market competitiveness. It is critical for a lodging company to ensure that its IT aim is adequately aligned with its organizational goal, and that the company allocates adequate resources to its IT applications to guarantee strategic alignment between IT and the company.

Xianwei Liu, Markus Schuckert, et.al. 2014, concluded this research explain the connection between online reviews and online purchasing behavior, as well as how to handle online complaints and enhance consumer happiness. This study also indicates what may be mined from huge databases of customer-posted online reviews, what motivates customers to post ratings, and the importance of reviews posted on e-commerce platforms. Online reviews appear to be a significant instrument in hospitality and tourist management, particularly in advertising, online sales, and reputation management.

According to Roland Schegg, Jamie Murphy 2006, this research examined the emergence of two complimentary Internet technologies: websites and email. The results of two multivariate and two ANN approaches imply that organizations will gradually transition from basic website functionality to advanced website features and quality email responses. Based on configurational theory, the third cluster had the oldest domain name age and tended to have more website features and deliver better email responses.

According to Antoni Serra Cantallops, Serje Schmidt, and et.al. 2008, this research looks at the peculiarities of hotel websites and how they affect website effectiveness. It was not the goal of this article to discuss hotels strategic relationships with their customers. The hoteliers should priorities promotion in order to improve the performance of their websites, a strategy acquired from traditional mass media. Extensive educational texts and photographs about hotel services, rooms, and neighboring attractions appear to be linked to website effectiveness in terms of new client acquisition, market share, client retention, and sales.

Bhut, & Gautam, 2020, concluded this research explain consumers use Instagram and Facebook more often in their daily lives, and they view more travel marketing on these two platforms exclusively. When organizing their trips, they prefer to look for additional material in the form of experience, discounts or offers in the form of video or reviews. The finding of this research are individuals utilize social media to make travel selections; this platform may be successfully used by the hospitality business to expand their consumers and generate more revenue.

Sachin Gupta & chahat Chopra, 2020, stated this research explain that consumers actively use social media networks to validate their purchasing decisions. Social media is seen as electronic word-of-mouth. Reviews and preferences expressed by previous customers on social media channels influence potential customers purchasing decisions. When compared to individuals who used other sources of data, social media users found making decisions easier and more enjoyable. Those who thought the material on social media was of higher quality and quantity than expected were happier overall. The findings indicate that social media has a significant impact on consumer decision-making.

B D'silva, R Bhuptani, S Menon, S D'Silva, 2011, concluded this research explain that social media is a critical instrument for networking among young people. Young people to stay in touch with their relatives and close friends are increasingly using these websites. These websites also aid in the development of professional contacts and give the user with a variety of networking features that keep them glued to these social media websites. The distinctive characteristics of social media websites such as Facebook, Twitter, and others have created an important boost on the platform for communication. Social media is often utilized as a marketing strategy to increase consumer brand awareness and preference. Social networking is the most cost-effective way to gather information. The majority of customers for brand and product evaluation frequently uses it. Young people are increasingly turning to the internet to purchase goods.

Shinn-Nen Jenq, 2019, stated the purpose of this study was to acquire an improved comprehension of the impact of online consumer feedback on hotel economical results. It was shown that an accommodations property with an enhanced overall rating and a big number of reviews could benefit from such consumer feedback. The researchers looked at how it affected a specific economic outcome: the average value of a booking

transaction. A larger transaction value creates more income per client, which, all else being equal could result in higher profitability. Higher transaction value may also imply a premium that clients are ready to pay based on the quality of services provided by the hotel. Customers may perceive higher-ranked hotels to have an alternative value proposition than lower-ranked hotels.

According to Farid Huseynov and Yigit Can Guler, 2021, this research study's findings state, good reviews have a considerable beneficial impact on perceived credibility. PR can help to break down customer preconceptions and enhance consumer trust in a hotel. Negative feedback has a strong positive effect on the PC. Consumers believe negative reviews are reliable because they believe the maker or seller of items or services cannot spread such information, and bad reviews may be recognized as the reviewer's true thoughts. People evaluate not only positive but also negative information when booking a hotel online since they find NR analytical and useful in the decision-making process.

Jos van Iwaarden, Ton van der Wiele, et.al. 2008, concluded this research explain so far, the effort has been focused on eliciting some general guidelines for measuring the standard of UGC on websites. Users require details regarding the product or service, information about the reviewer, and a variety of reviews. They require both a brief overview of the reviewers' opinions on important issues, which the website provider can organize. They also require open, free-flowing opinions that the panelists' structure themselves.

According to A C Vaid, Reena Lakha, 2021,this research explain the wonderful aspect about social networks that it provides an ideal arena for directly conveying the brand to customers. We may target our specialized consumers with targeted ads to their smartphones, create strong relationships by reacting to their postings on Facebook and Twitter, and build the following via our events page using a clever combination of the aforementioned tactics. A highly personalized and strong client relationship fosters trust in our brand and services. It will become increasingly vital for hotels to have a managed effectively website, learn Facebook and Twitter, and consider developing at least one smartphone app.

Md. Jamsedul Islam, Sanjoy Kumar Roy, et.al. 2020, concluded this research explain that YouTube provides a platform for anybody to freely share his or her opinions, ideas, and reviews, resulting in an environment of maximal democracy. Prospective tourists are not only interested in purchasing tourism products, but they also attempt to portray their experiences based on the experiences of previous visitors. This study will assist tourism stakeholders in understanding the value of online promoting platforms, as well as the function of YouTube in awakening individuals to make travel decisions. The data on YouTube supports the reasons for using it as a successful promotional tool. The lack of sufficient updated and detailed information regarding YouTube travel videos may not fulfil current trends due to the cost of obtaining those data.

According to Liu Dunnan, Khalid Jamil, et.al. 2022, this research explain that most administrators are worried about the role of brand community management in generating competitive advantage. If a corporation can successfully assist users in effortlessly identifying with a certain brand community, strong relationships between consumers and the brand will be developed, resulting in customer loyalty. Companies must recognize that correct management of online strategies and brand community in developing community identity boosts brand competitiveness and convinces brand community members to avoid utilizing goods and services from competitors.

Rahul Bhandari & Muhamad Viktor A Sin, 2023, concluded this research explain the way today clients book rooms or events; digital marketing is an essential in the hospitality industry. Hotels can improve their reputation and revenue by investing in digital marketing, and customer retention and loyalty programs should be the primary goals of this approach to compete in the market. Customers want a good hotel experience with personalized attention and outstanding items for their money.

Loncaric, 2020, stated this research explain by investing in a digital marketing plan, a hotel can enhance its rating and increase its revenue. This digital marketing strategy should priorities customer acquisition, distribution partnerships, guest engagement, and retention programs. Accor Hotels should apply a tailored approach to cancellation policies during this coronavirus outbreak by analyzing the length of stay, location of stay, and prior individual or group booking arrangements.

According to Alexandra Youssofin, Florence Jeannot, et.al. 2023, this research explains though digital technologies in hospitality are increasingly recognized as valuable assets for establishing a competitive advantage, their implementation presents hurdles for an industry that has traditionally prioritized human connection and personalized experiences. There is still a gap in understanding the implications of digital technology on the realized visitor experience, as opposed to the intended guest experience as intended by hoteliers. This study has contributed to closing this gap by conceptualizing the intended digitalized guest experience and developing an integrative framework that includes the mediating and reciprocating roles of consumer and professional based psychological mechanisms, as well as outcomes and contingency elements.

Adamantia Pateli, Naoum Mylonas, et.al. 2020, concluded this research explain this study is to analyze the factors of social media adoption using a holistic lens that blends the innovation qualities of social media with the organization's technical, organizational, and environmental perspectives. The findings indicate that there are seven elements that influence organizational social media adoption, which are classified into three categories. The primary factors include three technological elements of social media, which also pertain to the technology's innovation potential: 1) comparative advantage, 2) presence, and 3) interconnectivity.

Dr. Jose Luis Sanchez Ollero, Dr. Alejandro Garcia-Pozo, et.al. 2019, stated this research explain it appears acceptable to derive that consumers of hotel services are more interested in corporate attitudes that encourage hotel establishments to be more involved in their social, environmental, and economic settings. The findings should be considered by people in charge

of hotel offerings, as their involvement in CSR initiatives can influence consumer acquisition and loyalty. The model excellent predictive capability may be advantageous to managers by allowing them to tailor the various elements of CSR to the individualized management of the establishments.

Raunak Arora & Dr. Yojna Arora, 2019, concluded this research explain social media has a significant impact on business promotion. Social media has greatly aided the hotel and hospitality industries. The study discusses all areas of social media in the hospitality industry. A few standard hotel industry procedures are explained. Social media applications are mentioned. The steps for incorporating social media into the hotel sector are described.

According to Thomas G. Healya and Alan Wilson, 2015, this research explains that a single hotel with a highly successful marketing team that continually interacts guests in a market with strong visitor demand. An exam like this should be expanded and analyzed by a professional. To collect data over a longer time period, use a brand or an entire group of owned hotels. It would be particularly fascinating to see if social media involvement can lead to additional bookings on hotel websites, thereby counteracting the growth of online travel agencies.

According to Jeetesh Kumar & Anshul Garg, 2021, this research explain that social media marketing tactics will respond differently to consumers perceived utility and trust. The findings of the study were to look into the relationship between social media marketing and client purchase intent in Malaysian boutique hotels. According to the study, both perceived utility and perceived trust have a considerable impact on customer purchase intention. Only marketing activities and e-WOM have a substantial impact on perceived trust and are positively associated, according to the authors' analysis of social media marketing tactics on perceived utility. Through the mediation of variable perceived usefulness and perceived trust, social media marketing influences consumer purchase intention in Malaysian boutique hotels. In general, consumer perceptions have a major impact on purchase intentions.

Umair Manzoor, Sajjad Ahmad Baig, et.al.2020, concluded Individuals utilise social media for a variety of purposes, includes interaction, e-commerce, buying, and selling, and it brings about inventive change in their life. Recent internet inventions and advancements, as well as developments in social media, have made people's lives easier. The findings suggest that trust and the influence of social media have a considerable impact on consumers' buying intentions. Customer trust is so increased while website efficiency is improved. It demonstrates that customer confidence has a favourable and considerable influence on their purchasing inclinations. Participants had higher confidence after accepting the trust than intent to purchase. This emphasises the function of trust as a moderator in social trade adoption. Trust plays a significant role in e-commerce as a direct effect of a consumer's purchasing intention.

According to Catarina Jorge Fonseca Anjos & Susana Marques, 2022, the primary goal of this research is to offer restaurants with an advertising strategy to increase the number of potential consumers by determining the degree to which Instagram influencers can positively impact this industry. Taking this in consideration, Instagram influencer marketing has various management consequences for restaurants, as they may need to seek out new trending strategies to promote themselves, particularly if they are newbies to the market.

T. Chandra Shaker Reddy, 2018, concluded the use of modern technology to accelerate operations and obtain precise data about customers is not optional in the predominantly customer-driven hospitality business. This is true in the hospitality sector for both huge chain enterprises and small, local hoteliers, restaurants, and transportation providers. The most important aspect of our research is that even hotel guests have adopted this concept, and the number of people using digital methods for vacation booking is growing. More and more hotels are increasingly targeting consumers based on their total length of stay and purpose of vacation through digitization. On this basis, appealing programmes, offers, packages, and discounts are made available.

According to Rani Sharma, 2015, this research explain social media networking has had a significant impact on traveller selections. India is an excellent example of a developing economy, and its visitors have recently increased their use of the internet as well as social networking. This expansion and advancement provide heritage hotels with numerous opportunities to execute marketing tactics to attract travellers. The research paper validates and extends both the existing research on social media networking and travel behaviour by investigating how social media has influenced travel decision-making. It also adds to the academic contribution. Facebook, Instagram, YouTube, and other online social network outlets allow travellers to share and upload whatever they want.

According to Rora Puspita Sari & Fajar Kusnadi Kusumah Putra, et.al. 2022, this research explain the category of assessing content from hotel Twitter use utilising five assessment categories, namely generating a sales promotion, offering items or services, providing valuable information, having basic daily chats, and dealing with complaints. Twitter chat topics included addressing complaints, daily and light conversation unrelated to the hotel, and sales advertising. The findings also assist hotel marketers in better managing and utilising social media marketing platforms. It is worth noting that Twitter was rarely utilised to educate customers about promotions for sales, including discounts, benefits, or other types of promotion that are commonly employed in marketing; promotional tweets accounted for only about 10% of total discourse on hotel Twitter accounts.

A. Research Question

1. Which social media platforms is mostly used for attracting guests within the hospitality industry?
2. What is the underlying effect(s) of user-generated content, influencer partnership in social media marketing
3. What is the elementary effect(s) of frequency in the use of social media for marketing?

B. Statement of Problem

In the multifaceted and dynamic hospitality industry, businesses are increasingly resorting to social media marketing to attract and keep customers. Comprehensive research that systematically investigates the tactics, efficacy, problems, and opportunities related with social media marketing in this area is lacking. "To what extent and how do social media marketing strategies influence guest attraction and retention in the hospitality industry, and what are the key challenges and opportunities associated with their implementation?" This research problem emphasizes the importance of understanding the significance of social media in the hotel industry, its impact on guest engagement and attraction, and the challenges organizations face when optimizing their social media marketing efforts.

C. Research Problem

To identify the research problem during the research process is one of the important tasks for the researcher. The problems that were faced during making of this project are as follows:

1. What role do tailored and targeted social media campaigns play in influencing guest preferences and decision in choosing hospitality services.
2. What impact do emerging social media platforms and trends have on the effectiveness of traditional social media marketing techniques?
3. How does the user-generated content (UGC) on social media platforms contribute to building trusts and authenticity in the Hospitality Industry?

D. Research Objectives

1. To identify the most effective social media platforms for attracting guests within the hospitality industry.
2. Analyzing the effect of user-generated content, influencer partnership in social media marketing.
3. Analyzing the effect of frequency of use of social media for marketing.

3. Research Methodology

The study adopted here is an explanatory & qualitative design in analyzing the use of social media marketing to attract guests in the Hospitality Industry. The primary data is collected through online questionnaires and interviews, and the secondary data has been collected with the help of books as well as the research papers available on the internet. The data from respondents is also merged with the study.

A. Hypothesis of the Research

H_1: There is a significant correlation between effective social media tactics and guest attraction.

H_2: There is a significant association between user-generated content and influence in social media marketing.

H*3*: There is a relationship between the frequency of use of social media for marketing and an organization believing that social media marketing has assisted them in attracting customers to their establishment.

B. Research Design

The design incorporated in this study has both qualitative and quantitative approaches of data collections were adopted to analyze the opinions of the selected respondents. Qualitative research is a practical approach to collecting data through a social and natural study, which includes the interaction between people and their behavior, thoughts, opinions, and feelings. There was an analysis of the mode and other variables of responses.

The different qualitative implementations provide the detailed information to understand the individual experiences and their perceptions. The approaches that are used in the thesis are qualitative methods, which are the questionnaires filled by the respondents, an interview with employee, observation of the hotel.

C. Data Collection Procedure

A structured online questionnaire was distributed to respondents. Survey questionnaire consists of eight close-ended questions with non-determined answers, depending on the type of the questions asked, also group discussion had been conducted with the hotel organizations & other hospitality professionals.

The purpose of this literature review was to understand the current dynamic of social media in hospitality industry. This literature review will give us an overview of the landscape of qualitative study.

D. Sample Size

Data from respondents were used to collect the primary data required for the research. The industry professionals, as per their convenience, were selected as respondents from hotels in India, with a sample size of 80 respondents. The questionnaire was circulated to each respondent, and the analysis was done for the same. The profile of the respondents included employees from different departments of various hotels.

4. Data Analysis

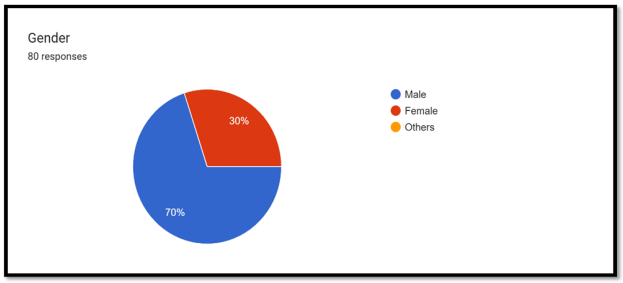


Fig. 2.

Table 1

Gender	Count (No. of respondent)
Male	56
Female	24
Grand Total	**80**

Interpretation 1: On the basis of above pie chart, in gender part of demographics the respondent who filled the questionnaire it was found 70% are male and 30% are female working in the organization. It is important to note that

generalizations about gender and social media use can vary based on individual preferences and cultural factor. Historically, studies have suggested that there might be differences in the ways males and females engage with social media. One reason for the perception that males use more social media could be related to the types of platforms and content they prefer. For instance, males might be more drawn to platforms that focus on technology, or specific niche interests, which can contribute to higher usage in those areas.

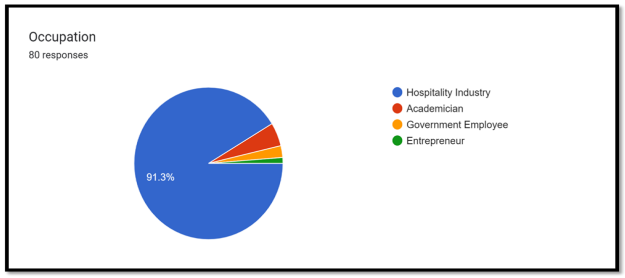


Fig. 3.

Table 2

Occupation	Count (No. of Respondent)
Hospitality Industry	73
Academician	4
Government Employee	2
Entrepreneur	1
Grand Total	**80**

Interpretation 2: On the basis of above pie chart, in occupation part of demographics the respondents who filled the questionnaire it was found 73 respondents representing 91.3% are people in hospitality industry, 4 respondents representing 5% are academician, 2 respondents representing 2.5% are government employees and 1 respondent representing 1.2% are entrepreneur.

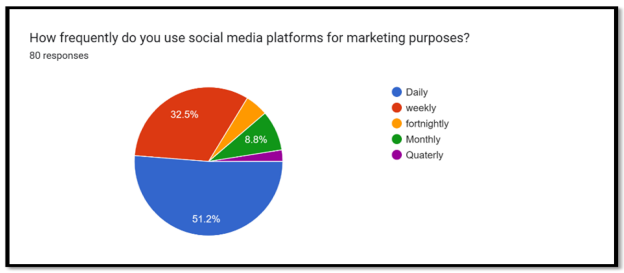


Fig. 4.

Table 3

Frequency of using social media platforms for marketing purposes	Count (No. of respondent)
Daily	41
fortnightly	4
Monthly	7
Quarterly	2
weekly	26
Grand Total	**80**

Interpretation 3: On the basis of above pie chart, it was found 51.2% respondent says that the hotel they work use social media platform for marketing on daily basis, where as 32.5% respondent says the hotels they work use social media platform for marketing on weekly basis, 8.8% respondent say the hotel they work in use social media for marketing on monthly basis, 5% respondent say the hotel they work in use social media for marketing on fortnightly basis, rest 2.5% respondent say that the hotel they work in use social media for marketing on Quarterly basis.

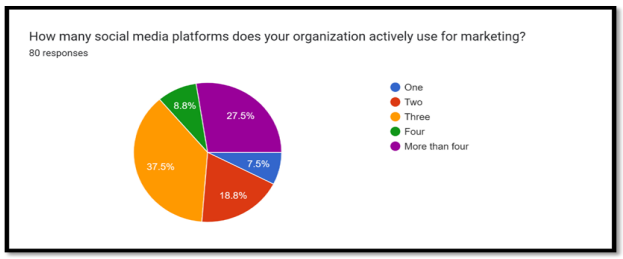


Fig. 5.

Table 4

No of social media platforms	Count (No. of respondent)
Three	30
More than four	22
Two	15
Four	7
One	6
Grand Total	**80**

Interpretation 4: On the basis of above pie chart, it was found that 37.5% organization use three social media platform for the purpose of marketing, whereas 27.5% organization use more than four social media platform for marketing purposes, 18.8% organization use two social media platforms for marketing purposes, 8.8% organization use social media platform for marketing purposes, 7.5% organization use one social media platform for marketing purposes.

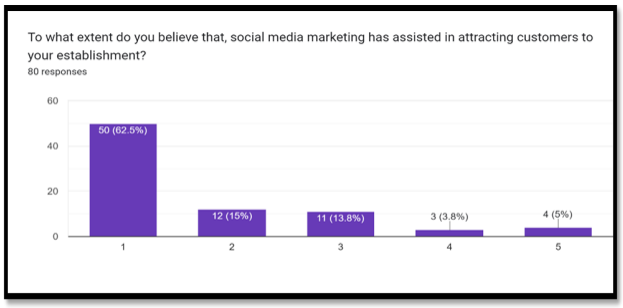


Fig. 6.

Table 5

Social Media Marketing assistance in attracting customers to their establishment? (Ratings from 1 to 5, 1 being Strongest assistance & 5 being weakest assistance)	Count (No. of respondent)
1	50
2	12
3	11
4	3
5	4
Grand Total	**80**

Mode = 1 - Strongly Assisted (n= 80)

Interpretation 5: On the basis of above bar graph, it was found 50 respondent representing 62.5% says social media

marketing has strongly assisted there organization in attracting the customer, 12 respondents representing 15% says social media marketing has assisted there organization in attracting the guests, whereas 11 respondents representing 13.8% find social media marketing platform assistance neutral in attracting the guests, 3 respondents representing 3.8% say they found that social media marketing not assisted there organization in attracting guests and 4 respondents representing 5% says they found that social media marketing strongly not assisted there organization in attracting the guests.

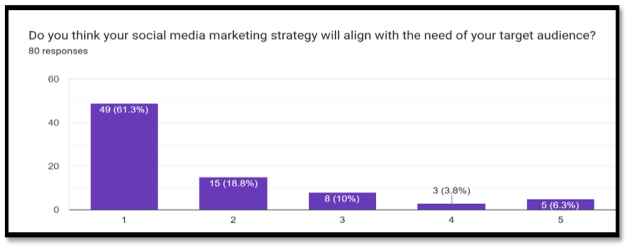


Fig. 7.

Table 6

Do respondents think that their social media marketing strategy will align with the need of their target audience? (Ratings)	Count (No. of respondent)
1 (Strongly Agree)	49
2 (Agree)	15
3 (Neutral)	8
4 (disagree)	3
5 (Strongly Disagree)	5
Grand Total	**80**

Interpretation 6: On the basis of above bar graph, it was found 49 respondents representing 61.3% says they strongly agree that the social media marketing strategy there organization are using align with the need of the target audience, 15 respondents representing 18.3% says they agree that the social media marketing strategy there organization are using align with the need of the target audience, while 8 respondents representing 10% says the social media marketing strategy that there organization use neutrally align with need of the target audience, 3 respondents representing 3.8% says they disagree with the social media marketing strategy there organization use align with the need of the target audience and 5 respondents representing 6.3% says they strongly disagree with the social media marketing strategy there organization use align with need of the target market.

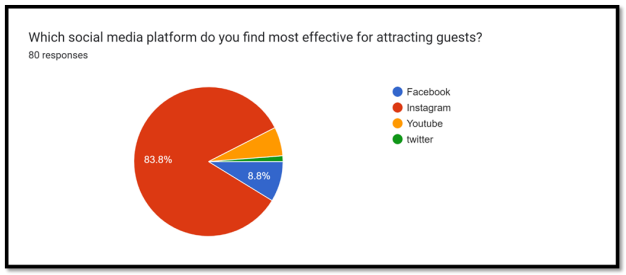


Fig. 8.

Table 7

Social media platform	Count (No. of respondent)
Instagram	67
Facebook	7
YouTube	5
Twitter	1
Grand Total	**80**

Interpretation 7: On the basis of above pie chart, it was found that 67 respondents representing 83.8% says there organization found Instagram to be the most effective social media platform in attracting the guests, 7 respondents representing 8.8% says there organization found Facebook to be the most effective social media platform for attracting guests, 5 respondents representing 6.3% says there organization found YouTube to be the most effective social media platform for attracting guests, 1 respondent representing 1.2% say there organization found twitter to be the most effective social media platform form for attracting guests.

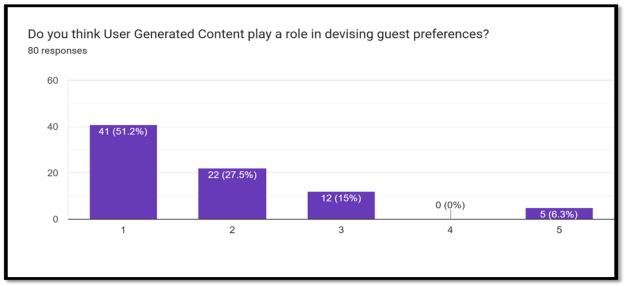


Fig. 9.

Table 8

Do you think User Generated Content play a role in devising guest preferences? (Ratings)	Count (No. of respondent)
1 (Strongly Agree)	41
2 (Agree)	22
3 (Neutral)	12
5 (Strongly Disagree)	5
Grand Total	**80**

Interpretation 8: On the basis of above bar graph, it was found that 41 respondents representing 51.2% says they strongly agree with the statement that the user generated content play a devising role in preference of guest on choosing the hotel, 22 respondents representing 27.5% says they agree with the statement that the user generated content play a devising role in preference of guests in choosing the hotel, whereas 12 respondent representing 15% say the user generated content has a neutral role in devising the preference of the guest in choosing the hotel, while 5 respondents representing 6.3% says that there organization strongly disagree that the user generated content play an important role in devising the preference of the guest in choosing the hotel.

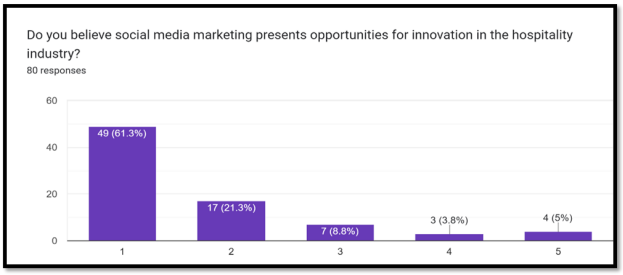


Fig. 10.

Table 9

Do respondents believe that social media marketing presents opportunities for innovation in the hospitality industry? (Ratings)	**Count (No. of respondent)**
1 (Strongly Agree)	49
2 (Agree)	17
3 (Neutral)	7
4 (Disagree)	3
5 (Strongly Disagree)	4
Grand Total	**80**

Interpretation 9: On the basis of above bar graph, it was found that 49 respondents representing 61.3% says they strongly agree that social media marketing presents opportunities for innovation in hospitality industry, 17 respondents representing 21.3% says they agree that social media presents opportunities for innovation in hospitality industry, 7 respondents representing 8.8% say they are neutral with the social media presenting opportunities for innovation in hospitality industry, while 3 respondents representing 3.8% say they disagree with the statement that social media presents opportunities for innovation in the hospitality industry, 4 respondents representing 5% says they strongly disagree with the statement that social media presents opportunities for innovation in the hospitality industry.

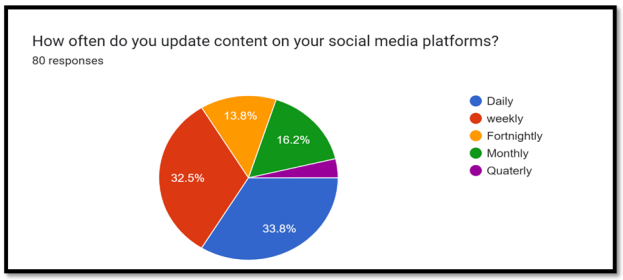


Fig. 11.

Table 10

Frequency of updating content on social media platform	**Count (No. of respondent)**
Daily	27
weekly	26
Monthly	13
Fortnightly	11
Quarterly	3
Grand Total	**80**

Interpretation 10: On the basis of above pie chart, it was found 27 respondents representing 33.8% says their organization update content on social media platform daily, 26 respondents representing 342.5% says their organization update content on social media platform weekly, 13 respondents representing 16,2% says their organization update content on social media platform monthly, 11 respondents representing

Table 11
Hypothesis testing

Step-1	Null Hypothesis (H0) - There is no relationship between the frequency of use of social media apps for marketing and people believing that social media marketing has assisted them in attracting customers to their establishment
Step-2	Alternate Hypothesis (Ha) - There is a relationship between the frequency of use of social media apps for marketing and in people believing that social media marketing has assisted them in attracting customers to their establishment
Step-3	Significance Level - 0.05 (5%)
Step-4	Type of Test - Chi-Square Test

Table 12
Observed frequency table

Count (No. of respondent)	**To what extent do respondents believe that, social media marketing has assisted them in attracting customers to their establishment? (Ratings)**					
How frequently do respondent use social media platforms for marketing purposes?	1	2	3	4	5	Grand Total
Daily	33	3		2	3	41
fortnightly	1	2	1			4
Monthly	4	1	1		1	7
Quarterly			1	1		2
weekly	12	6	8			26
Grand Total	**50**	**12**	**11**	**3**	**4**	**80**

Table 13
Expected frequency table

Count (No. of respondent)	**To what extent do respondents believe that, social media marketing has assisted them in attracting customers to their establishment? (Ratings)**					
How frequently do respondent use social media platforms for marketing purposes?	1	2	3	4	5	Grand Total
Daily	25.625	6.15	5.6375	1.5375	2.05	41
fortnightly	2.5	0.6	0.55	0.15	0.2	4
Monthly	4.375	1.05	0.9625	0.2625	0.35	7
Quarterly	1.25	0.3	0.275	0.075	0.1	2
weekly	16.25	3.9	3.575	0.975	1.3	26
Grand Total	**50**	**12**	**11**	**3**	**4**	**80**

Table 14

Observed Values (Oi)	Expected values (Ei)	Oi-Ei	(Oi-Ei)²	(Oi-Ei)²/Ei
33	25.63	7.38	54.39	2.12
3	6.15	-3.15	9.92	1.61
0	5.64	-5.64	31.78	5.64
2	1.54	0.46	0.21	0.14
3	2.05	0.95	0.90	0.44
1	2.50	-1.50	2.25	0.90
2	0.60	1.40	1.96	3.27
1	0.55	0.45	0.20	0.37
0	0.15	-0.15	0.02	0.15
0	0.20	-0.20	0.04	0.20
4	4.38	-0.38	0.14	0.03
1	1.05	-0.05	0.00	0.00
1	0.96	0.04	0.00	0.00
0	0.26	-0.26	0.07	0.26
1	0.35	0.65	0.42	1.21
0	1.25	-1.25	1.56	1.25
0	0.30	-0.30	0.09	0.30
1	0.28	0.73	0.53	1.91
1	0.08	0.93	0.86	11.41
0	0.10	-0.10	0.01	0.10
12	16.25	-4.25	18.06	1.11
6	3.90	2.10	4.41	1.13
8	3.58	4.43	19.58	5.48
0	0.98	-0.98	0.95	0.98
0	1.30	-1.30	1.69	1.30

13.8% says their organization update content on social media platform fortnightly , whereas 3 respondents representing 3.7% say there organization update content on social media platform quarterly.

Chi-square $X^2 = 41.31$

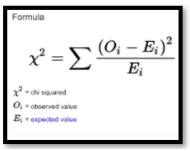
Degree of freedom= (no. of column -1) * (no of rows -1) no. of column=5 no. of rows=5

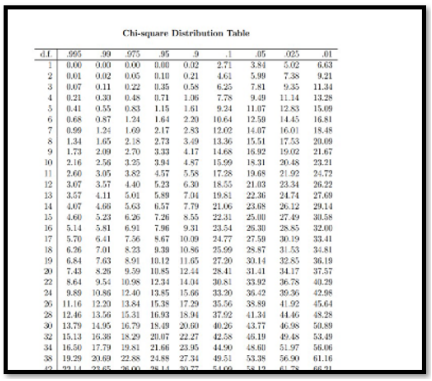
Therefore, Degree of freedom is 16

According to Chi-square distribution table Critical Chi-square value for degree of freedom 16 and significance level 0.05 is 26.30

Chi-square X^2 > Critical Chi-square

Since Chi-square X^2 > Critical Chi-square, we reject the null hypothesis





Chi-square Distribution Table

d.f	.995	.99	.975	.95	.9	.1	.05	.025	.01
1	0.00	0.00	0.00	0.00	0.02	2.71	3.84	5.02	6.63
2	0.01	0.02	0.05	0.10	0.21	4.61	5.99	7.38	9.21
3	0.07	0.11	0.22	0.35	0.58	6.25	7.81	9.35	11.34
4	0.21	0.30	0.48	0.71	1.06	7.78	9.49	11.14	13.28
5	0.41	0.55	0.83	1.15	1.61	9.24	11.07	12.83	15.09
6	0.68	0.87	1.24	1.64	2.20	10.64	12.59	14.45	16.81
7	0.99	1.24	1.69	2.17	2.83	12.02	14.07	16.01	18.48
8	1.34	1.65	2.18	2.73	3.49	13.36	15.51	17.53	20.09
9	1.73	2.09	2.70	3.33	4.17	14.68	16.92	19.02	21.67
10	2.16	2.56	3.25	3.94	4.87	15.99	18.31	20.48	23.21
11	2.60	3.05	3.82	4.57	5.58	17.28	19.68	21.92	24.72
12	3.07	3.57	4.40	5.23	6.30	18.55	21.03	23.34	26.22
13	3.57	4.11	5.01	5.89	7.04	19.81	22.36	24.74	27.69
14	4.07	4.66	5.63	6.57	7.79	21.06	23.68	26.12	29.14
15	4.60	5.23	6.26	7.26	8.55	22.31	25.00	27.49	30.58
16	5.14	5.81	6.91	7.96	9.31	23.54	26.30	28.85	32.00
17	5.70	6.41	7.56	8.67	10.09	24.77	27.59	30.19	33.41
18	6.26	7.01	8.23	9.39	10.86	25.99	28.87	31.53	34.81
19	6.84	7.63	8.91	10.12	11.65	27.20	30.14	32.85	36.19
20	7.43	8.26	9.59	10.85	12.44	28.41	31.41	34.17	37.57
22	8.64	9.54	10.98	12.34	14.04	30.81	33.92	36.78	40.29
24	9.89	10.86	12.40	13.85	15.66	33.20	36.42	39.36	42.98
26	11.16	12.20	13.84	15.38	17.29	35.56	38.89	41.92	45.64
28	12.46	13.56	15.31	16.93	18.94	37.92	41.34	44.46	48.28
30	13.79	14.95	16.79	18.49	20.60	40.26	43.77	46.98	50.89
32	15.13	16.36	18.29	20.07	22.27	42.58	46.19	49.48	53.49
34	16.50	17.79	19.81	21.66	23.95	44.90	48.60	51.97	56.06
38	19.29	20.69	22.88	24.88	27.34	49.51	53.38	56.90	61.16

5. Conclusion

In conclusion, the research accomplished its primary objective of identifying the most effective social media platforms for attracting guests within the hospitality industry. The utilization of a comprehensive questionnaire facilitated the collection of valuable responses, providing insights into the preferences and habits of potential guests. This data-driven approach allowed for a nuanced understanding of the dynamic landscape of social media usage within the hospitality sector. Furthermore, the study delved into the effects of user-generated content and influencer partnerships in social media marketing. The findings illuminated the substantial impact these strategies can have on engaging and attracting a target audience. The power of user-generated content, often created by satisfied customers, emerged as a potent tool for building credibility and authenticity in the eyes of potential guests. Additionally, the study underscored the influential role that collaborations with social media influencers can play in amplifying a hospitality business's online presence. Recognizing and comprehending these effects opens up avenues for strategic planning and implementation of marketing campaigns that leverage these powerful trends.

A comparative review of the hospitality industry's many categories will provide significant insights into personalized tactics for hotels, restaurants, and travel services. By addressing these issues, academics can greatly contribute to the establishment of robust and adaptive social media marketing techniques that satisfy the specific needs of the hospitality industry. To summarise, while social media has become a crucial aspect of hospitality marketing, ongoing study and exploration are required to keep ahead of the curve, adapt to changing trends, and ensure that tactics remain effective in capturing and retaining visitors.

A. Recommendations

Based on the research findings, several recommendations can enhance the social media marketing efforts within the hospitality industry. Firstly, businesses should prioritize

platforms identified as most effective, tailoring content to match user preferences on these channels. Engaging with and encouraging user-generated content can be fostered through interactive campaigns, contests, or incentives, fostering a sense of community and authenticity. Establishing partnerships with influencers relevant to the industry can extend reach and credibility, amplifying the brand's presence. Regularly monitoring and adapting strategies in response to evolving social media trends is crucial. Additionally, investing in analytics tools to measure the performance of campaigns on different platforms can provide valuable insights, aiding in the continuous refinement of social media marketing strategies. Embracing these recommendations can empower hospitality businesses to navigate the dynamic social media landscape successfully, maximizing guest attraction and retention.

B. Limitations

- After rigorous analysis of the coursework in this study, there was an identification of a constraint, which concluded that being on social media involves publicly exposing oneself to a wide range of people who may or may not be interested in a particular brand. Because both know that there is always a negative aspect to anything, and social media is no different. With the internet being more easily accessible than ever before, there are always those who seek to harm one's reputation.
- Another constraint in this study was about the time; this research included broader aspects of social media, which encountered a large number of frequent users, and the sample size of this study was small, which is very small as compared to the number of active users of any popular social media platform.
- The respondents in this study were limited to the Delhi/ NCR, and this acts as an impediment in this project; this research can be performed at national and global levels, including certain leading nations, which utilize social media in day-to-day activities.

C. Scope of Further Research

While this research provides valuable insights into the effective use of social media platforms and strategies within the hospitality industry, there remains a rich scope for further investigation. Firstly, exploring the evolving trends in social media usage and preferences among diverse demographic groups could provide a deeper understanding of how different audiences engage with hospitality-related content. Additionally, delving into the long-term impacts and sustainability of user-generated content and influencer partnerships in social media marketing within the hospitality sector would contribute to a more comprehensive understanding. Investigating the effectiveness of emerging platforms or features within existing platforms can guide businesses in adapting their strategies to stay at the forefront of digital marketing. Furthermore, a comparative analysis of social media marketing strategies across various segments of the hospitality industry (hotels, restaurants, travel services, etc.) could unveil sector-specific nuances and best practices. Exploring the integration of emerging technologies, such as augmented reality or virtual reality, in social media campaigns may offer innovative avenues for guest engagement. Finally, considering the global nature of the hospitality industry, cross-cultural studies examining how social media marketing strategies resonate in different cultural contexts would provide valuable insights for businesses operating in diverse markets. Addressing these aspects in future research endeavors would contribute significantly to the evolving field of social media marketing within the hospitality sector

References

[1] R. M. Afolabi, "An empirical evidence on the usage of internet marketing in the hospitality sector in an emerging economy and its relationship to profitability," *International Review of Social Sciences and Humanities*, pp. 181–197, 2012.

[2] A. A. Alhaddad, "The effect of advertising awareness on brand equity in social media," *International Journal of e-Education, e-Business, e-Management and e-Learning*, pp. 73–84, 2015.

[3] B. I. Aljarah, "Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop Facebook pages," *Sustainability (MDPI)*, pp. 1–15, 2021.

[4] R. A.-D. Alkhatib, "The influence of social marketing drives on brand loyalty via customer satisfaction," *SAGE Open*, pp. 1–14, 2023.

[5] S. Al-Msallam, "The effects of social media marketing in the hotel industry: Conceptual model for development of an effective online community," *International Journal of Business and Management Invention*, pp. 1–12, 2016.

[6] R. Arora, "Role and impact of social media in hospitality industry," International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences, pp. 72–77, 2019.

[7] X. Bai and Y. Wang, "Hotel social media marketing: A study on message strategy and its effectiveness," *Journal of Hospitality and Tourism Technology*, pp. 239–255, 2017.

[8] U. M. Baig, "Impact of social media marketing on consumers' purchase intentions," *International Journal of Entrepreneurial Research*, pp. 41–48, 2020.

[9] M. Bawono *et al.*, *Hotel Marketing Strategies in Digital Era*. Triple Nine Communication, 2020.

[10] M. Bennaciri, "The effects of social media on hotel industry customer decisions," *Social Media and Hotel Industry*, pp. 1–40, 2011.

[11] B. D. Bhuptani, "Influence of social media marketing on brand choice behavior among youth in India: An empirical study," in *Proc. Int. Conf. Technology and Business Management*, 2011, pp. 756–763.

[12] D. K. Bhut, "A study on effectiveness of social media marketing in hospitality industry," *International Journal of Management and Commerce Innovations*, pp. 1283–1288, 2020.

[13] C. Camison, "Strategic attitudes and information technologies in the hospitality business: An empirical analysis," *International Journal of Hospitality Management*, pp. 125–143, 2000.

[14] S. S. Cantallops, "The characteristics of hotel websites and their implications for website effectiveness," *International Journal of Hospitality Management*, pp. 504–516, 2008.

[15] J. Chatterjee, "A study on the role of social media in promoting sustainable tourism in the states of Assam and Odisha," *Tourism Critiques: Practice and Theory*, pp. 74–90, 2021.

[16] R. W. Chen, "An empirical study on use of social media in the hotel industry in China: A study of customers' preferences and attitudes," M.S. thesis, Johnson & Wales University, 2014.

[17] W. J. Coetzee, "Electronic word of mouth in tourism and hospitality consumer behavior," Emerald Publishing, 2020.

[18] P. O'Connor, "An analysis of the use of Facebook by international hotel chains," in *Proc. International CHRIE Conference*, 2011, pp. 1–11.

[19] D. Zahay and A. Griffin, "Marketing strategy selection, marketing metrics, and firm performance," *Journal of Business & Industrial Marketing*, pp. 84–93, 2010.

[20] K. J. Dunnan, "Role of social media marketing activities in influencing customer intentions: A perspective of a new emerging era," *Frontiers*, pp. 1–12, 2022.

[21] Y. C. Fay, "The role of marketing in social media: How online consumer reviews evolve," *Journal of Interactive Marketing*, pp. 1–33, 2011.
[22] P. O. Frew, "The future of hotel electronic distribution: Expert and industry perspectives," *Cornell Hotel and Restaurant Administration Quarterly*, pp. 33–45, 2002.
[23] C. C. Gupta, "Impact of social media on consumer behavior," *International Journal of Creative Research Thoughts*, pp. 1943–1961, 2020.
[24] M. N. Hajli, "A study of the impact of social media on consumers," *International Journal of Market Research*, vol. 56, no. 3, pp. 387–404, 2014.
[25] F. M. Halawani, "The effect of social media on hotels' business performance in the Lebanese hotel sector," *Journal of Electronic Commerce in Organizations*, vol. 17, no. 4, pp. 54–70, 2019.
[26] D. Hay and S. Murray, "The use of YouTube as a tourism marketing tool," pp. 1–12, 2011.
[27] R. L. Hsu, "Important hotel website dimensions and attributes: Perceptions of online browsers and online purchasers," *Journal of Hospitality & Tourism Research*, vol. 30, no. 3, pp. 295–312, 2006.
[28] Y. C. Huseynov, "The impact of online consumer reviews on online hotel booking intention," *Journal of Business Research–Turk*, vol. 13, pp. 2634–2652, 2021.
[29] B. Ioannis and D. Dimitrios, "Digital marketing: The case of digital marketing strategies on luxurious hotels," in *Proc. Int. Conf. Health and Social Care*, 2022, pp. 688–696.
[30] S. Islam and K. Khan, "Reviewing YouTube as a compelling tool for the promotion of tourism," *International Journal of Management and Accounting*, pp. 96–104, 2020.
[31] R. W. Iwaarden, "The importance of user-generated content: The case of hotels," *The TQM Journal*, vol. 20, pp. 11–128, 2008.
[32] A. Jeannot and Y. Xu, "Designing the digitalized guest experience: A comprehensive framework and research agenda," *International Journal of Tourism Research*, pp. 1–20, 2023.
[33] S.-N. Jenq, "Exploring the impact of a hotel's rating and number of reviews through online transactions," *Open Access Library Journal*, pp. 1–14, 2019.
[34] R. Jogaratnam and L. Law, "A study of hotel information technology applications," *International Journal of Contemporary Hospitality Management*, vol. 17, no. 2, pp. 170–180, 2005.
[35] Y. Joo, "The moderating effect of social media use on sustainable rural tourism: A theory of planned behavior model," *Sustainability (MDPI)*, 2020.
[36] P. Jothi and S. Neelamalar, "Analysis of social networking sites: A study on effective communication strategy in developing brand communication," *Journal of Media and Communication Studies*, vol. 3, no. 7, pp. 234–242, 2011.
[37] V. Kapur and K. Sharma, "Analyzing the impact of social media marketing on guest hotel selection," *PUSA Journal of Hospitality and Applied Sciences*, pp. 37–49, 2020.
[38] V. Kapur and K. Sharma, "Analyzing the impact of social media marketing on guest hotel selection," *PUSA Journal of Hospitality and Applied Sciences*, pp. 1–15, 2021.
[39] R. Kaushik, "Impact of social media on marketing," *International Journal of Computational Engineering & Management*, vol. 15, pp. 91–95, 2012.
[40] M. Y. Khan, "The role of social media marketing in the tourism and hospitality industry: A conceptual study on Bangladesh," pp. 213–229, 2021.
[41] M. P. Khanna, "Social media channels used by hotels," *Indian Journal of Research*, vol. 4, no. 5, pp. 166–168, 2015.
[42] R. G. Kim, "Engaging restaurant customers on Facebook: The power of belongingness appeals on social media," *Journal of Hospitality & Tourism Research*, vol. 44, no. 2, pp. 201–228, 2020.
[43] A. Kumar and G. Gupta, "Social media marketing influence on boutique hotel customers," *Tourism & Management Studies*, vol. 17, no. 2, pp. 51–62, 2021.
[44] R. Lakha, "Influence of social media marketing on the performance of hotel industry," *International Journal of Research in Engineering, Application & Management*, vol. 6, no. 2, pp. 401–408, 2020.
[45] Q. Y. Law, "The impact of online user reviews on hotel room sales," *International Journal of Hospitality Management*, vol. 28, no. 1, pp. 180–182, 2009.
[46] C. M. Lee, "The role of social media in promoting special events: Acceptance of Facebook events," pp. 1–11, 2009.
[47] Y. H. Lee, "Exploring key attributes of lifestyle hotels using Instagram user-created contents in South Korea," *Sustainability (MDPI)*, pp. 1–18, 2021.
[48] W. Lim, "The effects of social media networks in the hospitality industry," M.S. thesis, University of Nevada, Las Vegas (UNLV), 2010.
[49] Y. M. Lim, "The effectiveness of online advertising in purchase decision," *Australian Journal of Basic and Applied Sciences*, vol. 5, no. 9, pp. 1517–1524, 2011.
[50] M. S. Liu, "Hospitality and tourism online review: Recent trends and future direction," *Journal of Travel & Tourism Marketing*, vol. 31, no. 5, pp. 608–621, 2014.
[51] A. G.-M. Lockett, "Social media use in European hotels: Benefits and main challenges," *Tourism & Management Studies*, vol. 12, no. 1, pp. 172–179, 2016.
[52] V. D. Lončarić, "Digital marketing strategy of Accor Hotels: Shaping the future of hospitality," *Tourism and Hospitality Management*, vol. 26, no. 2, pp. 233–244, 2020.
[53] G. C.-K. Lui, "The effect of online consumer reviews on new product sales," *International Journal of Electronic Commerce*, vol. 17, no. 1, pp. 39–57, 2012.
[54] C. J. Marques, "The impact of Instagram influencer marketing in the restaurant industry," *International Journal of Service Science, Management, Engineering, and Technology*, vol. 13, no. 1, pp. 1–20, 2022.
[55] I. Masiero and B. Law, "Selling rooms online: The use of social media and online travel agents," *International Journal of Contemporary Hospitality Management*, vol. 26, no. 2, pp. 272–292, 2014.
[56] D. K. Mishra, "Social media revolution—The new digital frontiers of journalism," *Journal of Advances in Humanities*, vol. 5, no. 2, pp. 610–620, 2017.
[57] S. J. Moyeenudin, "Digital marketing in hotel industry," *International Journal of Engineering & Technology*, vol. 7, no. 2, pp. 288–290, 2018.
[58] M. D. Mutalik, "To study the role of social media as a promotional tool for hotel industry," *International Journal of Scientific Research in Engineering and Management*, vol. 5, no. 6, pp. 1–6, 2021.
[59] W. C. Olsen, "A case study approach to understanding the impact of information technology on competitive advantage in the lodging industry," *Journal of Hospitality and Tourism Research*, vol. 22, no. 4, pp. 374–396, 1998.
[60] N. M. Pateli, "Organizational adoption of social media in the hospitality industry: An integrated approach," *Sustainability (MDPI)*, pp. 1–20, 2020.
[61] M. L. Pires, "The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge," *Asia Pacific Journal of Marketing and Logistics*, pp. 1–46, 2019.
[62] R. P. Putra, "The use of Twitter in social media marketing: Evidence from hotels in Asia," *Asia-Pacific Management and Business Application*, vol. 11, no. 1, pp. 59–74, 2022.
[63] V. Raposo, "Social media as a communication and marketing tool in tourism: An analysis of online activities," *Anatolia: Turizm Araştırmaları Dergisi*, pp. 1–19, 2015.
[64] T. S. Reddy, "Impact of digitization on marketing for room sales in luxury hotels," in *Proc. Int. Conf. Economics, Science and Business*, 2018, pp. 1–8.
[65] E. B. Ruiz, "Engaging consumers through firm-generated content on Instagram," *Spanish Journal of Marketing*, vol. 25, no. 3, pp. 355–373, 2021.
[66] S. W. Ruys, "Uses of the Internet in the global hotel industry," *Journal of Business Research*, vol. 54, no. 3, pp. 235–241, 2001.
[67] T. C. Samaranayake, "The impact of online reviews on consumers' purchasing decisions," *Frontiers*, pp. 1–13, 2022.
[68] A. Sanchez-Ollero and P. Garcia-Pozo, "Internet users' perception of corporate social responsibility in hotel services," *Sustainability (MDPI)*, pp. 1–14, 2019.
[69] J. M. Schegg, "Investigating the evolution of hotel Internet adoption," *Information Technology & Tourism*, vol. 8, no. 3–4, pp. 161–177, 2006.
[70] G. Seth, "Analyzing the effects of social media on the hospitality industry," M.S. thesis, University of Nevada, Las Vegas (UNLV), 2012.
[71] G. Seth, "Analyzing the effects of social media on the hospitality industry," M.S. thesis, University of Nevada, Las Vegas (UNLV), 2012.
[72] R. Sharma, "Analyzing the potential of social media on heritage," *Open Journal of Regenerative Medicine*, pp. 1–8, 2015.
[73] R. B. Sin, "Optimizing digital marketing in hospitality industries," *Startupreneur Bisnis Digital*, pp. 1–13, 2023.

[74] S. Singh and S. Sharma, "Social media activities and their influence on customer-brand relationship: An empirical study of apparel retailers' activity in India," *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 16, no. 4, pp. 602–617, 2021.

[75] L. Tuten and S. Solomon, "Integrating metrics across the marketing curriculum: The digital and social media opportunity," *Journal of Marketing Education*, pp. 1–13, 2015.

[76] P. Vaid, "Role of social media networks in promoting hotel industry," *International Journal of Scientific Research in Science and Technology*, vol. 8, no. 1, pp. 40–47, 2021.

[77] T. G. Wilson, "Social media marketing in hospitality industry: Is it worth the efforts?," pp. 1–10, 2015.

[78] Z. X. Yao, "Analysis of the influence of marketing strategy on customer satisfaction: A case study of luxury hotels in China," in *Proc. International Environmental Modelling and Software Society Conference*, 2022, pp. 140–148.

[79] K. M. Yogesh, "The effectiveness of social media marketing in the hotel industry," *International Journal of Engineering Technology Research & Management*, pp. 1–6, 2020.

[80] L. J. Yogitha, "Social media as a tool of marketing: A study of the hospitality industry," *Journal of Emerging Technologies and Innovative Research*, vol. 5, no. 8, pp. 166–172, 2018.

[81] J. H. Yoo, "Social media in hospitality and tourism," in *Routledge Handbook of Consumer Behaviour in Hospitality and Tourism*. London, U.K.: Routledge, 2017, pp. 339–346.

[82] Y. Zhang, "The influence of e-commerce on the accommodation industry," in *Proc. Int. Conf. Emerging Researches in Management, Business, Finance and Economics*, 2019, pp. 981–985.

[83] G. I. Zakhaev, "Impact of electronic marketing on customer purchase behavior in the Indian hospitality industry," *Global Journal of Marketing Science*, vol. 27, no. 1, pp. 41–55, 2017.