

# Role Of Social Networking In Promotional Activities For Tourism & Hospitality Sector

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**Abstract-** *The social networking site provides a platform for people to connect with each other based on their own interest & preference . The leveraging of social networking to the tourism & hospitality sector has proved to be a good strategy in improving not only the quality of the business but also for the revenues generation . Content on social networking sites could affect the marketing in both positive and negative ways. Social networking applications served as an avenue to disseminate the information faster especially for the tourism establishments with lesser cost. The main problem encountered in using social networking is that, customers' opinions, thoughts and expressions are not well presented that leads to bad impressions and unfair criticism.*

**Keywords-** Social Networking sites, Hospitality & Tourism sector , MobileTechnology.

## I. INTRODUCTION

Social networking are changing the way people communicate each other. Mobile technology have made social networking sites more accessible, allowing to become a part of people's daily lives. Social networking started to gather information and achieve great success in communicating with the consumer. Several factors facilitated that the social networking applications became enormously popular among many consumers, such as the evolution of the Internet that became a very important source for information search and an essential tool to keep contact with others, through e-mails or using messengers .Social networking sites carry consumer generated content that is relevant to their past experiences or any source or online information issues. Individuals and groups create and exchange content and engage in person-to-person conversations. They appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking, and data, content, image and video sharing, podcast portals, and collective intelligence. There are lots of well-known sites such as Facebook, LinkedIn, MySpace, Twitter, YouTube, Flickr, Instagram and many others. The tourism and hospitality sector is not an exception and hence a

growing number of hotel professionals and researchers have acknowledged the importance for the sector and potential benefits that it provides.

## II. RELATIONSHIP OF TOURISM & HOSPITALITY SECTOR WITH SOCIAL NETWORKING SITES

Concept of social networking has been defined in various ways. Social networking is a wide term defining writings on blogs and forums, photographs, audio records, videos, links, profile pages on social networking sites and all different content forming many other social networks (Eley & Tilley, 2009). Another definition describes social networking as collaborator, user created online content (Roberts & Kraynak, 2008). Social networking has been defined as the group of applications based on internet, allowing the creation and change of the content developed by the user and based on the technological and ideological foundations of internet (Kaplan & Haenlein, 2010). National and international tourism sector should be able to apply the developments in the field of media to its own marketing activities in order to sustain the benefit, success and profitability. At this point it is important to ensure the efficient use of internet for tourism activities. Tourism & Hospitality sector, which requires large fixed investments, can only realize the return of these large investments with steady sales in the desired amount for the tourists in the targeted socio-economic level. Consumer domination and fierce competition in the virtual environment makes it compulsory to take more strategic decisions on product presentation, pricing policies, publicity decisions and place elements Virtual marketing has different characteristics than traditional marketing processes in . Tourism & Hospitality sector . Main grounds for that are the rapid changes due to the fact that the external conditions considered in the formation of marketing activities are more dynamic in virtual marketing and that activities are conducted in electronic environment. Internet makes it possible for the establishment to have a briefer and direct communication with target groups through web site, e-mail short message, forum etc. without calculating the money to be spent on the advertisement. Therefore, opportunities provided by the internet help executing the efforts on marketing

communication and creating a comparative distinction. Social networking sites have an important efficiency as marketing tools and assume many functions. Social networking sites are important tools, where the consumers can get information regarding the goods and services, raise the awareness, have communication of word of mouth online in their opinions, behaviors, purchasing decisions, after purchase assessments and for the establishments they are the tools, where they can market their productions, strengthen their brands and use in their customer relations. Establishments gain an important advantage over their competitors when they use the social networking sites for marketing purposes. Number of people taking part in the social networking sites increase day by day and the fact that the number is high makes it possible for the entries to be spread rapidly in a very short time to many people. So it gives opportunity for the positive news and hearsays about the establishments in the social network to be expanded rapidly. Lim (2010), stated that the tourism consumer consulted to the family members, friends and acquaintances on the networking sites when taking an independent decision on purchasing goods and services and this process led to a unique promotion for the hotel managements.

### III. CONCLUSION

Social networking sites strategy is getting popular in the hospitality and tourism sector. Many tourism & hospitality sectors started to use social networking sites for the purpose of communication. The communication among consumers has a huge impact on the way a consumer makes their destination decision. Social networking has also given the opportunity for the industries to connect with their consumers and employees in a quick and effective way. Social networking is a good way to spread information around the world, especially for business promotion and to build the image of a specific brand. On the other hand, it is convenient for a company to target their consumers who registered an account on the social networking site. Social networking sites allow everyone to write their opinions and post it online, which not only brings advantages to the company but also disadvantages because certain users might defame the brand by writing false opinion.

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