

## Role of Social Media in Transforming Guest Experience

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### **Abstract**

The fundamental objective of this paper is to see how businesses utilize social media as a marketing tool to transform guest experience in hotel industry. Because now a day's social media has transfused way into marketing of every business by enhancing positive guest experience. Although it helps to connect with loved ones and it also helps for business by feedback of the customers. The paper also tries to generalize as to which platform of social media, enhance customer experience to create brand in existing or potential customers in hotel industry. The methodology of this investigation has followed qualitative research technique to explore this topic. It has also noted that before the existence of social media platform such as Twitter, Facebook, Instagram, YouTube, Pinterest, WhatsApp, Skype, Viber, Snapchat, Tiktok, Google+ and LinkedIn, customer used to share their experience only with nearest and dearest. But as social media comes in existence customer broadcast their experience to large audience.

There are also reasons behind complain of customers which could not be eliminate while keeping in mind customer service in hotel industry. These platforms of social media give power to customers which influence them to take action on any minor mistake of any business. Therefore this kind of opportunity has not existed before the invention of these social media's platforms. However, each business needs to treat social media for feedback channel along with promotional platform. In order to enhance guest experience it play vital role by providing secondary research to every business. It also helps to create brand image by giving direct connection with prospect customers and larger audience. The connection between social media advertising and brand fabricating particularly in guest experience has a noteworthy effect but number of factors, such as type of business, type of audience you are trying to reach, your specific goals etc. need to kept in mind.

**Keyword:** [Social Media, Service Industry, Customer Service, Guest Experience]

### **Introduction**

The hotel businesses are competing with their rivals to generate more revenue like other business. Therefore this sector is constantly finding new ways by implementing new marketing strategies to attract more customers. Now a day's social media is playing important role in each and every business such as hotel industry. It has leveled the chances of hotel marketing because this sector is selling service along with product i.e restaurant foods etc. Thus they try to find the ways to transform guest experience. The sites like TripAdvisor and Agoda have made it hugely simple for clients to associate with hotels, so most travelers never again default to chain establishments with promptly recognizable names. Before the existence of social media organizations were used to send print material through different ways along taking the help of television and word of mouth. But with the rise of social media businesses have switch their marketing strategies.

In 2019, Merriam-Webster defined "social media" as "forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content (such as videos)". It is a form of internet marketing that utilizes social network as a marketing tool. This platform helps business to connect with their existing and

prospect customers to increase sale and awareness.

More and more people are connecting and using social media, business produce content that users of social media share between their social networks. The people using social media to keep in touch with their friend circle or creating professional network (LinkedIn) to grab or enhance career opportunities. By the use of these social media platforms people connect with each other to share similar thought, emotions and interest. This activity of user helps business to increase its market presence in all manners.

It is a marketing tool which affects hotel business communication with its guest. Traditionally guest used to communicate in writing but now preference given by guest to use their social media profile when giving positive or negative feedback. This kind of action taken by guest to share information willingly or unwillingly with general public may leave organization in dilemma. Because the negative feedback posted by guest on this media affects the opinion of other guest as well. Therefore establishments need to do best while dealing with guest to solve their problem online or offline. In order to transform guest experience, hotel staff need to be aware of every enquiry or post which posted by guest and response should be quick.

### **I. Research aim & Literature Review**

The aim of research is to find the Role of social media in transforming guest experience by applying qualitative

methodology approach. Due to importance of the topic researcher pursue two objectives; first examine the existing literature on social media; second, how it help to transform customer experience in hotel industry. For example hotels like Marriott, Ritz-Carlton, four seasons, Sol Wave House Hotel, Hyatt Hotels are getting advantage of social media. According the website [www.tripadvisor.com](http://www.tripadvisor.com), in each second almost 280 reviews and assessments are composed by guests.

### **2.1 Social Media's Effects on Business**

The social media offers a variety of chances to all type of business. (Tomas et al. 2012) stated that the online social media rose in an increasingly intuitive and dynamic way, where post is made and shared by clients, showing interests, inclinations and motivating forces about data trading. According (Veríssimo & Loureiro, 2013) hospitality sector need to create connection with customer, differentiate offering, competitive advantage and value creation.

Every business now a day's using social media as a marketing tool and actively posting updates and answering queries so as hotel industry. Like all other business, hotel industry is facing both kinds of effects positive and negative. Organizations have opportunities to share their product and service to wider audience in limited or less cost. Social media give opportunity to service

sector by helping to make new guest and also allows them to maintain their existing guest by enhancing their experience through social media. Organizations needs to keep eye on every likes and comments on a daily basis. Some time there is psychological effects on guest mood they may write or share something in depression against any business; only few people share their honest opinions. Many people give fake information about themselves on social media which is also serious point to look into.

The Most popular and active platform along with its users as of July 2019 are as follows:-

Platform	Users (in millions)
Facebook	2,375
YouTube	2,000
WhatsApp	1,600
Instagram	1,000
TikTok	500
Twitter	330
LinkedIn	310
Snapchat	294
Pinterest	265
Viber	260

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### **2.2 Social Media's Effects on Guest**

Due to the rapid boom in technology people incline more to it. People are spending more time on social media especially young generation and this has made these platforms quite popular. Due to the million users, business are using this tool for marketing purpose so as hotel industry. Guest shares their experience but some time negative as well. Before the existence of technology people were not inclined to respond immediately. Now days even shy guest post in public without any kind of fear. This was all because of opportunities given by technology in the form of social media by which guest interact immediately and have chance for two way communication. Who so ever has online account they share their ideas and opinion with other users. Through these connections, guest can share thoughts, procure data and furthermore be presented

to numerous opportunities out there. When this content is shared, it turns into a discussion, since all users who have accounts on social media can associate with all posts (Moran, Seaman & Tinti-Kane, 2011). To get this set of information they must use the social media to stimulate the dialog and the interaction, for this development between the brand and the consumer may be essential to the development of loyalty, the content production and the increasing of knowledge about the brand (Tuten, 2008).

### **I. A Critique**

As stated above there are million users of social media, the unpleasant Truth is that, a person who is genuinely visited by friends and loved ones feels far better than a person who gets a million messages through web based life with no genuine visits. According (Palwinder K. et.al 2018) Social media platform specifically Facebook offers the occasion to interface with a particular group of people and helps with developing a brand. Organizations can utilize online media for a fruitful brand building considering the way that utilizing social influencer's over the different stages is also crucial. In case of hotel industry, organizations required some new changes to their site to transform guest

experience. It required to enabling their guest to follow each other and share in more ways than just posting reviews of places they had visited.

By these social media platforms market research can be done easily which will help to transform guest experience. It is also important to understand that hotel business is complex than other business because guest cannot give feedback prior to actual experience of service (Farias et al. 2011). In order to transform guest experience hotel industry need to step further to connect with customer to create social community where they may discover, share their original experience instead of someone else. From the same platform organization might showcase their differentiation offering of product and service. The hotels can start social sharing platform for all those guests who connect to their social media page either on Facebook, Instagram etc. to receive loyalty points. This will help to transform guest experience and more people will connect and influence others.

### **Conclusion**

Today's generations are not keen to read newspapers to acquire any kind of information; they are more satisfied by viewing things online. Almost every guest has its social network account furthermore, it is very simple to follow anybody using their social media data, for example, area, school joined in and work environment or experience during hotel stay etc. The guest are driving the entire marketing process and demanding more customization from the companies. There are extraordinary capability of social media with regards to reaching existence and potential customers. With the help of apps the hotels can offer intimate stay of their guest by filling its profile and photos along with proposed future activities. Further they can offer language translation tool to interact with guest who might has language barrier.

Transactional data exists when most organizations keep track of what their guest purchase, when, how and through what channels. In our increasingly social world such transactional data about their own guest are easily accessible to the business concerned. A blend of content works obviously superior to simply sales messages. Improves the guest experience hugely by ensuring important information is seen. Attempt to upgrade guest experience by improving your service. Organization should share its news and culture, ask inquiries, be intriguing, and have a good image to transform guest experience. In order to enhance guest experience in hotel industry need to inspire them

through vivid imagery and video. They should maximize list of satisfied guest to share their experience with rest of the community. The app can be generated in order to increase engagement with guest to improve business. Because with these apps guest might share their experience with others by sharing photos or video clips etc. more simply, the social media helps hotels to connect with guests at social level and persuade them to select their brand for next visit. Finally it is quite clear that social media has power to transform guest experience and helps to grow business because it extend brand reach among audience. It also fosters loyalty and creates strong brand identity.

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