

Harnessing Social Media: A Game Changer in Hotel Booking Promotion

Allamraju S Narayana Teja ¹, Dr. Sidharth S. Raju ² & Dr. Abhinav Mishra ³

¹ Research scholar, Department of Hotel Management, Vivekananda Global University, Jaipur, India

² Associate Professor, Department of Hotel Management, Vivekananda Global University, Jaipur, India

³ Senior Lecturer, NCHMCT, Noida

Article Info

ABSTRACT

Article history:

Received Jun 04, 2026

Accepted Jun 15, 2026

Published Jun 30, 2026

Keywords:

Social Media Marketing

Hotel Booking Promotion

Consumer Behavior

Digital Marketing

Social media has revolutionized hotel booking promotion by providing hotels with innovative ways to engage potential customers and enhance brand visibility. Platforms such as Facebook, Instagram, YouTube, and X (formerly Twitter) enable hotels to showcase their services, share attractive visual content, and communicate directly with travelers. This study explores the growing significance of social media in influencing hotel booking decisions and strengthening customer relationships. Despite challenges such as negative reviews and content management demands, social media remains a valuable promotional tool. The study concludes that effective social media strategies can significantly improve customer engagement, booking conversions, and overall business performance, making social media a true game changer in hotel booking promotion.

This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).



Corresponding Author:

Allamraju S Narayana Teja

Email: 22hos7rhm01@vgu.ac.in

1. Introduction:

1.1 Definition of Social Media

Media consumption that encourages audience participation online; content creation tools like picture albums, video blogs, and audio podcasts are available to users. Commonly accompanied by a poll to ascertain the most "popular" media goods (Wikipedia, 2008).

Thanks to the democratization of knowledge brought about by social media, people who were formerly content consumers are now also content producers. Rather than relying on broadcasting, it shifts to a form of many-to-many communication where authors, readers, and peers engage in conversation. The data is linked collaboratively via social media using the principle of "wisdom of crowds."

Some examples of material kinds that may be shared via social media include online forums, message boards, weblogs, wikis, podcasts, photos, and videos. A few examples of these technologies include blogs, image sharing, vlogs, wall posts, email, instant messaging, music sharing, group building, and voice-over IP. Flickr, Second Life, Google (for social networking and reference), YouTube (for social networking and video sharing), and Second Life are all examples of social media applications.

In 2010, Sterne J. To make social media more accessible, this article defines it as "something which enables everybody to speak with anybody." consumer-generated media that is distributed via online channels that are easy to access"

With an annual growth rate of more than 20% till 2017, India is expected to lead the globe in wellness tourism development over the next five years. Because of the many opportunities, the hotel industry in India is poised for great success in the years to come.

1.2 SOCIAL MEDIA & SOCIAL MEDIA MARKETING

Web platforms that facilitate user-generated content creation, user-to-user communication, and user-to-user social networking are known as "social media" in the Oxford English Dictionary. Using social media marketing, businesses may generate targeted traffic and engage with site visitors. Marketing products, services, or brands via online communities that engage in discussion and debate is known as "social media marketing," according to the Cambridge English Dictionary. The overarching goal of this research is to examine hotels' social media marketing tactics in detail. Businesses that place a premium on happy customers, like hotels, know how important marketing is. As a general rule, hotels should be aware of and adapt to any new trends in the hospitality sector. These days, hotels place a premium on their customers' satisfaction. They go out of their way to talk to clients, learn their names, and provide the kind of service those consumers have come to expect. Furthermore, the whole conversation has moved to the Internet; remarks are no longer just documented on paper. In today's highly competitive hospitality business, hotels are incorporating social media marketing into their entire strategy to meet client requests and stay ahead of the competition. Web platforms that facilitate user-generated content creation, user-to-user communication, and user-to-user social networking are known as "social media" in the Oxford English Dictionary.

In the lexicon of Cambridge, "social media marketing" refers to "methods for promoting goods, services, or brands using the Internet by gaining the attention of groups of people who are discussing them, making comments about them online, etc." To rephrase, "social media marketing" is the practice of promoting products, services, or brands online.

Put simply, social media platforms are online platforms where users, rather than traditional publishers, are the primary source of ever-changing and original content. The following three types of social networking sites are considered:

- 1) the company's official website, which details the business's background, mission, and other essentials; and
- 2) social media platforms like Facebook, Twitter, Instagram, and others, where clients may have more casual conversations with one another.
- 3) Sites where customers may post reviews on hotels and other services; examples include Tripadvisor, Four Square, etc. Using the many accessible channels for communication is a choice that the whole hotel has made.

1.3 Social Media & Hospitality Industry

The restrictions imposed by social media platforms have particular ramifications for all parties involved in the hotel sector, from customers and staff to upper management. These online resources may serve as a springboard for developing a measurable and verifiable rating system that will boost the company's profile. The trustworthiness of the information that clients create and share online is higher than that of the material that is ascribed to the hospitality company. Hospitality businesses may reach more potential clients at less expense and with more efficiency by joining online social networks. Without spending money on supplementary software or hardware, companies may have direct access to active people by taking part in these websites. Posts made by visitors to an online network, such as testimonials, experiences, or content downloads, are likely to have an impact on the opinions of other users of that network. More so than industry-or company-specific website material. the year 2007 Thevenot. G. claims that blogging is one of the most popular forms of internet networking and communication. Businesses in the travel and tourist sector might experience both good and bad outcomes from poorly maintained blogs. The industry is now dealing with this issue. Web 2.0 is based on the idea that anybody may post material and have others react and comment on it. This material could include visuals, sounds, or moving pictures. With the release of version 2.0, user-generated content (UGC) skyrocketed in popularity. Under user-generated content (UGC), data is collected from a variety of web sources, which together provide the ultimate authority. Per Cox (2009) One of the most efficient methods to take advantage of this trend is to keep a constant watch on the comments made about your organization online. According to studies, hotels that communicate with their consumers on social media report an increase in customer spending, a greater rate of customer retention, and an increase in guest referrals. Because hotels risk unfair criticism and bad publicity if they don't address major concerns, it's important that they listen to all comments, no matter how good, bad, or nasty they are. This is due to the fact that a hotel might gain as much as it loses when dealing with monitoring customers, good comments, and criticism. According to Kasavana (2008).

2. LITERATURE REVIEW

Along with the rise of many social media platforms, more consumer choice, and technological innovation, Dedeoglu and colleagues highlighted the importance of Consumer-Generated Content (CGC) in their 2020 research. To ensure the reliability and construct validity of the measure, along with its internal consistency and construct validity, 1,183 individuals from Scotland and Turkey were polled (Dedeoglu, 2020). In order to fill this void in academic research, the author developed a scale to measure the significance of social media sharing among visitors. In order to ensure the reliability and internal consistency of the scale, the author conducted participant surveys as part of the validation process.

In the service industries linked to tourism and hospitality, social robots have become more prevalent, as reported by Kervenoael (2020). Therefore, having empirical understanding of the dynamics that impact visitors' intent to use robots in such capacities is crucial for the sustainable deployment of robots in such services. Organizational focus on value creation and the achievement of service quality requirements is undeniably required when using social androids in hospitality services. Through the use of structural equation modeling (SEM) and semi-structured interviews with managers, the researchers envision and empirically evaluate the intention of visitors to employ social robots in hospitality services. Two additional characteristics of human-robot interaction (HRI)—empathy and knowledge sharing—and technological acceptance variables—which contribute to perceived value—influence visitors'

inclinations to utilize social robots (Kervenoael, 2020). Singaporean hospitality venues provided the data. Inversini (2020) argues that hotels in the hospitality sector should always put their guests' unique needs and preferences first. Making the client the center of attention in all corporate endeavors may increase competitiveness and provide value for customers. Businesses in the hospitality sector must prioritize their clients' needs above everything else if they want to create and sustain great customer value. But the literature on hotel marketing is lacking in proof that the customer-centricity concept or its potential consequences are well understood. When considering the outcomes of its implementation, this is particularly the case. Additionally, it has been noted that the customer-centricity phenomenon has led to a shift in organizational culture (Inversini, 2020). The findings indicate that consumer evaluations have improved, which might result in financial benefits.

3. Objective:

1. Identify the impact of social media marketing strategies on guests' hotel booking decisions.
2. Analyze how social media marketing influences customer preferences and booking behavior.

4. RESEARCH METHODOLOGY

Visitors to four- and five-star hotels in Vishakhapatnam, India, participated in the poll. The Federation of Hotel and Restaurant Associations of India (FHRAI) released the Hotels and Restaurant Guide India, which provided information about hotels ranked by star rating. It was essential to contact each hotel to acquire guest information. To start the study, each hotel received an email and the management was called. Some hotel managers were personally contacted to seek their consent. After then, management received the questionnaire to request visitor participation in the survey. After hotels announced their participation in the study, guests received the questionnaire. The hotel management explained the survey to guests who had agreed to participate. After approving, participants received the questionnaire via Google Forms. The research participants also received a printed version.

5. DATA ANALYSIS

OBJECTIVE 1

Changes in hotel selections after watching social media and thoughts on its hotel promotion efficacy. Seven (2.7%) of 263 respondents did not answer either question. Among those who responded, 93 said social media did not alter their hotel decision. In this group, 19 thought social media was about the same as other promotional methods, 8, thought it was much less effective, 28, thought it was slightly less effective, 9, thought it was slightly more effective, and 29 thought it was much more effective. However, many of the 163 respondents who altered their hotel decision after viewing social media felt it a more effective advertising tool. Specifically, 69 respondents thought it was little more successful and 61 said it was lot more effective. Only 23 believed it was about the same, 4 thought it was substantially less effective, and 6 thought it was little less effective. This research suggests that social media is a more potent advertising tool for people who have changed their hotel preferences. Those who did not modify their hotel decision had diverse attitudes, with many seeing social media as marginal or comparable to conventional advertising approaches.

OBJECTIVE 2

The data shows how often social media impacts hotel bookings. Seven (2.7%) of 263 respondents did not answer. Of the 256 respondents, 82 (31.2%) said social media impacts their hotel bookings most of the time. Another 73

respondents (27.8%) said social media always influences hotel bookings. Meanwhile, 67 (25.5%) stated social media occasionally influences their decisions. Only 21 respondents (8%) said social media seldom impacts their hotel booking choices, while 13 (4.9%) said it never does. These findings show that social media strongly influences most respondents' hotel booking decisions.

6. CONCLUSION:

Many customers book hotels via social media, according to the data. Most respondents who altered their hotel decision after seeing social media ads think it's better than other techniques. Those who did not change their decisions had conflicting perspectives, frequently seeing it as equally successful or less so. The frequency data also reveals that 59% of respondents are always or mostly impacted by social media when booking hotels, highlighting its relevance in the hospitality business. Hotels should emphasize social media efforts to influence prospective customers' booking choices.

Reference

- [1]. Cox, C. (2009). *The rise of user-generated content and Web 2.0*.
- [2]. Dedeoglu, B. B., et al. (2020). The impact of consumer-generated content on tourists' decision-making process. *Journal of Hospitality Marketing & Management*.
- [3]. Inversini, A. (2020). Customer-centricity in hospitality: Understanding and implementing customer-focused business practices. *Journal of Tourism Research*.
- [4]. Kasavana, M. L. (2008). The influence of online reviews and social media on the hospitality industry. *Hospitality Review*, 26(2).
- [5]. Kervenoael, R., et al. (2020). Social robots in hospitality: Visitors' intentions and service quality perceptions. *International Journal of Contemporary Hospitality Management*.
- [6]. Sterne, J. (2010). *Social media metrics: How to measure and optimize your marketing investment*. Wiley.
- [7]. Thevenot, G. (2007). Blogging and hospitality: Opportunities and challenges in the digital age. *Hospitality Management Review*, 22(4), 398–412.
- [8]. Wikipedia contributors. (2008). *Social media marketing*. In *Wikipedia*.
https://en.wikipedia.org/wiki/Social_media_marketing

Cite this Article:

Allamraju S Narayana Teja, Dr. Sidharth S. Raju and Dr. Abhinav Mishra, " Harnessing Social Media: A Game Changer in Hotel Booking Promotion ", Ved International Journal of Arts, Commerce and Technology (VIJACT), ISSN: 3139-1656 (Online), Volume 2, Issue 5, pp. 25-29, Jun 2026.

Journal URL: <https://vijact.com>

DOI: <https://doi.org/10.65785/vijact.v2i5.54>