Role of Social Media in Promoting Tourism, Hospitality and Entrepreneurship, A Study of Amritsar City

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Abstract

The focus of this research is on social media in promoting tourism, hospitality & entrepreneurship. In addition to descriptive study, theoretical understanding is provided to cover all these elements. The research next describes and clarifies how the social media helps to promote tourism, hospitality & entrepreneurship. This research is mostly theoretical; although suggestions are generated from descriptive studies .The study perspective is brought into the discussion, making the context more focused to present some suggestions that can be beneficial to promote hotel & tourism industry again. This research views how hotel industry changes with the help of social media in recent times. Social media can support the decision making & booking process, as guest begin planning their trips using a search engine, looking on social media for travel inspiration and also reading online reviews. Therefore social media an indispensable hotel marketing tool which can promote tourism, hotel & entrepreneurship. In addition, tourism & hotel industry is emphasized as a focus of re-building of itself post covid-19 with the help of social media.

Keywords: Social Media, Tourism, Hospitality Industry, Facebook, Instagram.

1. Introduction

In concept, social media impacts the whole world industries whether it's Steel, Automobile, Baking sectors for their promotions. A no. of organization posts their daily activities on various social media platforms i.e. Facebook, Instagram, twitter etc. There are various types of promotional offers, discount offers, festival offers post on Tour companies, hotel(s) facebook page, Instagram page etc. Even the tour companies (tour operators) hotel also post various job offers on these platform nowadays.It helps the tour companies & hotel industry to promote themselves.As of now the tour companies & hotel industry rebuild itself again while making new changes adapting latest trends. So they can serve best to the guest(s) with proper standard operation procedures. This research understands the existing trend of tour companies & hotel industry, how social media promoting tourism, hospitality and entrepreneurship. Based on a case-study viewpoint, this research addresses basic theoretical analysis of social media promoting tourism, hospitality and entrepreneurship.

2. Review Literature

In the tourism industry, technology tool adoption has been a significant and continuous process. One of the most significant areas of online commerce has been the travel and tourism industry, and phrases like "Web 2.0" and "Travel 2.0" seem to be becoming more and more common (Milano et al. 2011). Applications built on content primarily created by users—many of whom are anonymous—are referred to as Web 2.0 (Constantinides and Fountain, 2008). Furthermore, users participate in social and commercial processes through interactive, open-source, and user-controlled online applications that increase users' knowledge, experiences, and market power (Constantinides and Fountain, 2008).The Internet is changing people from "mere information

seekers into co-creators of information" (Volo, 2010, p.) because of its new capabilities. 297. One of the ensuing effects is that the formerly effective and intimate word-of-mouth component has gradually changed into what Volo (2010) refers to as "virtual word of mouth," and Litvin et al. the term "electronic word of mouth" (eWOM) in 2008. Innovations like social media have frequently had a positive effect on the travel industry, lowering costs associated with sales and promotions through middlemen (Hjalager, 2010). The significant promotional role that government tourism websites play in educating people about the food culture and cuisine of some East Asian travel destinations is documented by Horng and Tsai (2010). Thailand, Singapore, Japan, and South Korea). Information and communication technologies (ICT) "have revolutionized the travel industry in the last decade," according to Buhalis and Deimezi (2004) (p. 103). Several marketing innovations have resulted from the ongoing development of the Internet, keeping up with the swift advancement of technology. First and foremost, social media has changed the way businesses position and market their goods and services. In line with studies carried out by Dwivedi and colleagues. (2007), people interact in these virtual social spaces for extended periods of time, which is why social media is so powerful[1]. Even though there are a lot of potential advantages to using technology, entrepreneurs may find it difficult or even unwilling to fully utilize and leverage newly developed technological tools due to issues like adaptation, assimilation, understanding, and maximizing of these tools. Prior studies have brought up a few of these issues (Carson, 2005; Schmallegger and Carson, 2008). For instance, Chan and Guillet (2011) found that, generally, these businesses use social media poorly, especially when it comes to gathering customer information. This was the conclusion of a recent study looking into the potential of social media marketing among Hong Kong hotels. As a result, neither the potential advantages nor the full potential of these technologies were sufficiently recognized. Blogging has the potential to cause blowback, just like using other technologies. Volo (2010) conducted a study on these relatively new technology phenomena and came to the conclusion that while blogging could be helpful in disclosing significant details about travelers' experiences, it would not necessarily capture the essence of the trip(2007) notes that blogs are becoming more and more popular, but he also issues a warning that they "may be the source of negative influence from unsatisfied customers" (p. 289), a sentiment that Thach (2010) also shares. Vermeulen and Seegers (2008) also examined a more complex method of comprehending unfavorable comments on blogs and social media platforms, noting that favorable evaluations may not necessarily have a favorable impact on customers' decisions to buy [2].

3. Research Methodology
The current study is a descriptive one, and 30 customers, employees, managers, students were polled as part of a well-written questionnaire that helped the researchers reach their goal. The majority of the sample was gathered from customers, employees, managers, students of the local community.

4. Data Analysis and Interpretation
Pie chart 1-3 shows the respondents' demographic data. It shows that, of the 30 responders, 40% of them noticed ladies, while the rest were men. According to the respondents' occupation, 70% were employed, 13.3% self employed & 16.7% students. Additionally, around 63.3% of respondents identified as un-married, 36.7% are married.
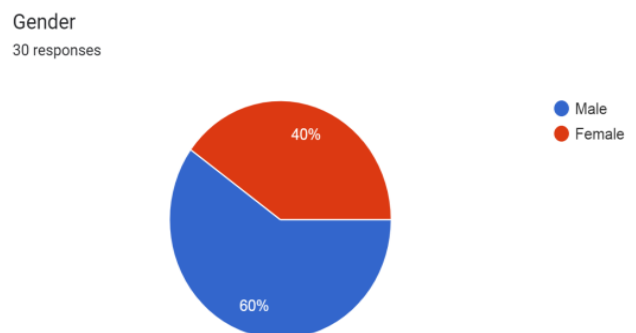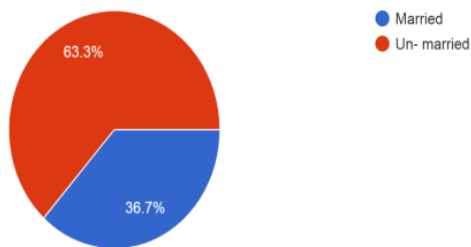

Pie chart 1

Occupation
30 responses
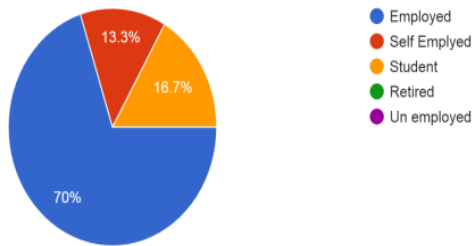
Pie chart 2

Marital Status
30 responses

Pie chart 3

Pie chart 4, indicates that 66.7% respondents strongly agree, 23.3% agree, 10% neutral on "does social media represent the next big thing in Amritsar's tourist and hospitality industry's entrepreneurial development.

Does social media represent the next big thing in Amritsar's tourist and hospitality industry's entrepreneurial development? (On a Scale of 1-5 ...e (4), Strongly Disagree(5).. Select one from them)
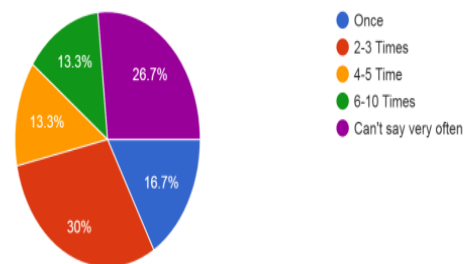30 responses
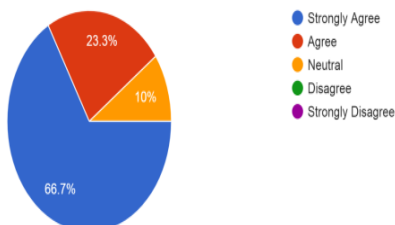
Pie chart 4

Pie chart 5, indicates that 26.7% respondents told once, 30% 2-3 times, 13.3% 4-5 times,13.3% 6-10 times,26.7% can't say often on "How often do you use hotel amenities and travel services.
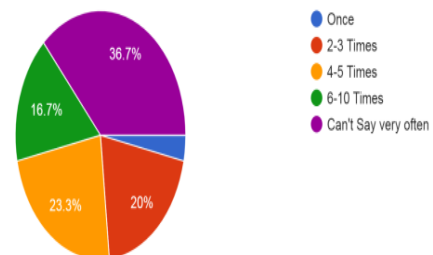
Pie chart 5

How often do you use hotel amenities and travel services?
30 responses

Pie chart 6, indicates that 3.3% respondents told once, 20% 2-3 times, 23.3% 4-5 times,16.7% 6-10 times,36.7% can't say often on "How often (in numbers) do people use social media apps to book hotel accommodations when visiting?

How often (in numbers) do people use social media apps to book hotel accommodations when visiting?
30 responses

Pie chart 6

Pie chart 7, indicates that 13.3% respondents told almost once a week, 13.3% almost in fort night, 13.3% once in a month,53.3% very occasionally ,6.8% Very frequently during business meeting "How frequently travelers use social media apps to book hotel accommodations (and when they do so)"
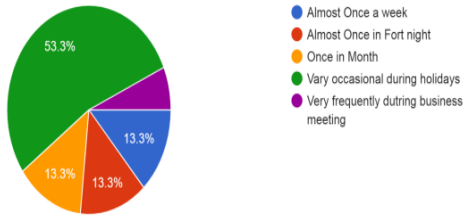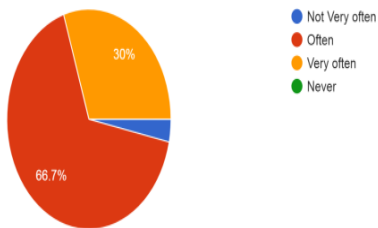
Pie chart 7

Pie chart 8, indicates that 3.3% respondents told Not Very often, 66.7% often, 30.0% very often "Frequently looking for information on travel on the chosen social media platforms."
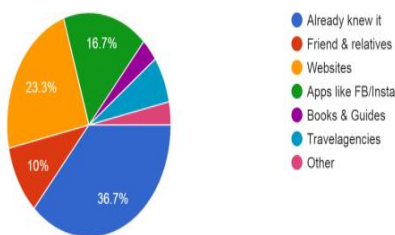

Pie chart 8

Pie chart 9, indicates that 36.7% Already knew it,10% Friend & relatives, 23.3% Websites, 16.7% Apps like FB/Insta, & rest told Books & Guides, Travel agencies & Others "Sources for Punjab-related travel information

Pie chart 9

Pie chart 10, indicates that 3.3% from FB, 50% google search, 36.7% blog, 10% from Online Travel agents "Options on social media platforms to get services related to tourism"
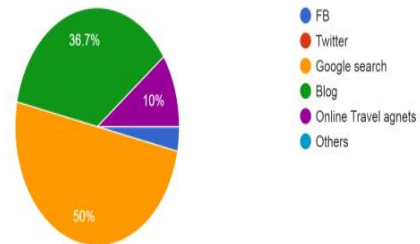
Pie chart 10

Pie chart 11, indicates that 50% Strongly Agree, 30% agree, 20% neutral on "Social media's introduction has increased sales of hotel and travel-related goods."

Pie chart 11

Pie chart 12

Pie chart 12, indicates that 6.7% told Its very cheap,

Strongly Agree, 56.7% Its Convenient ,6.7% Its well known & prestigious, 30% all of the above agree, 20% neutral on "Using social media to look for information about trips."

5. Social Media in promoting Tourism Industry

What then is travel manufacturing? To begin with, it is important to define what is meant by "tourism manufacturing.". In essence, it refers to any physical activity associated with the 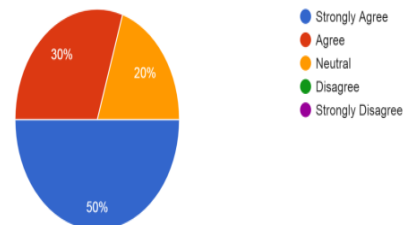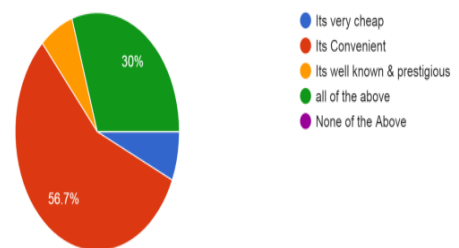transient or permanent migration of people to areas outside of their normal residential areas. It is one of the greatest economies in the world, and the traveler profession forces many nations with their own governments to be frugal in a variety of ways. Furthermore, it is an all-encompassing manufacturing that includes any ancillary businesses or areas as well as the transportation and lodging industries. It is interesting to consider that the production of travelers is linked to migration to different areas, which is based not only on leisure but also on trade and a few other travel-related incentives. That being said, the tourism manufacturing does not include activities related to the destination where the character chooses to wait for their goal for a longer period of time than their own old age, according to the lowest definitions. For example, this resource does not technically classify permanent international scholars and expatriates as visitors.[3]

6. The Tourist

The Tourist: By simple agreements, a sightseer is a person who travels by air to a location outside of their usual public setting for purp oses of commerce, goodwill, or friendship. According to most accepted definitions, in order to be considered a sightseer, an individual must be a visitor to that location for longer than a day, with the exception of a single period. Travelers allow themselves to be motivated to travel by a variety of factors, such as the pursuit of pleasure, incitement, or will, or the way that physical and mental cravings are satisfied. On the other hand, sailors may be motivated by enlightening curiosity, trade, self-improvement, or a desire to see friends and family or make new acquaintances. Trade commuters are sometimes

classified as visitors, but it's important to note that many definitions of legal order exclude people who travel with the intention of earning money in the destination.

6.1. What Are the Benefits of the Tourism Industry?

A wide range of advantages come with tourism, including financial gains for countries that attract large numbers of visitors because individuals who own their own businesses contribute to local economies in addition to their actual stay. It also provides a great deal of jobs for people working in transportation and neighborliness manufacturing, in between other things. Additionally, tourism has the ability to strengthen ties between nations that have their own governments or trades, to create freedom for recreation and sports, and to increase revenue. Additionally, it can lead to more opportunities for cross-cultural interactions and better happiness, wellbeing, and education for visitors.

6.2. What Are the Sectors Within the Tourism Industry?

- **Transportation**

Airline Industry, Car Rental, Water Transport' Coach Services, Railway, Spacecraft

- **Accommodation**

Hotels, Shared Accommodation, Hostels, Camping, Bed & Breakfast, Cruises, Farmhouse, Accommodation and Agri-Tourism, Time-Share Accommodation

- **Food and Beverage**

Restaurants, Catering, Bars & Cafés, Nightclubs4) Entertainment

- **Casino**

Tourist Information, Shopping, Tourist Guides & Tours 5) Connected

- **Industries**

Financial Services, Travel Agents, Tour Operators, Online Travel Agencies (OTAs), Tourism Organizations, Educational

6.3. Social Media in promoting Tourism Industry

Social publishing has altered every part of our lives,

including the wasteful habits, we have. These incidents have generated a great deal of trade, primarily because of the loose new shopping laws. Certainly one of these, tourism is one of the liveliest segments of the total savings. Combined, travel-related shopping and friendly news will produce better outcomes for the travel industry. Here, we've compiled information on the value of public television for travelers, as well as practical methods for buying used goods.

7. Importance of the Social Media

The ways that social news affects tourism are reflected in the habits that people look up before leaving on a trip. Individuals are now encouraged to upload their photos and recount their travel stories on social media. Consequently, the habit crowd's resolutions have been shaped by friendly television. Individuals base their count on a touristic tool that establishes the opinions of the remaining content.

7.1. Social Sharing for Better Customer Relations

Another crucial aspect of tourism manufacturing that has changed alongside public publishing is customer service. Brands and traders can now directly contact their customers by publishing their content online. Families may call the parties to explain why they are unable to fulfill their travel obligation. Even they have the ability to post criticism and positive or negative comments on the business's social media page or account. As a result, responding to client inquiries in the best possible ways will improve a visitor's reputation. Perhaps the most significant factor that overpowered the travel industry was social giving. Social media allows a very young audience to hear critically important thoughts from their travels alongside a massive audience. Travel agencies should be aware that encouraging people to share their genuine experiences online is a more effective strategy for drawing in new customers than running ads. As was previously mentioned, the emergence of social media facilitated two-way communication between agencies and clients as well as

clients to clients (C2C). For a tourism-related entity to reap the benefits of the positive influence that friendly publishing has on the travel industry, public television is a must [4].

7.2. How to Create

The travel manufacturing is very aggressive. Once travel parties are informed about latest trends the attainable benefits of friendly radio for their trade, they use habits by, which they can increase their brand knowledge.

7.3. Engaging Content is the King

If you want to captivate more customers, the most important thing you can do is to create engaging content. The most captivating method to grab attention is through visual content, as the tourism sector is closely linked to visual experiences. Use eye-catching images and visually striking, easy-to-watch videos. Content created by users is one of the best ways to get people to connect with each other and support your business. Influencer marketing can greatly assist in shaping your trade apparent with the appropriate option. You can get in touch with travel influencers and experts once you've designated your target neighborhood and hearing. You won't believe how quickly followers of your brand are becoming due to influencers [5].

7.4. Increase Visibility

Once you get used to how public radio works for travel-related shopping, you realize that being amiable is essential in everything you do. You should be actively calling on your clients to rule class or answer their inquiries in order to become more noticeable. You can investigate your keywords and participate in discussions about your responsibilities. As previously mentioned, having a department that deals with clients who have internet access is a great way to get your voice heard. Since tourism is a comprehensive and migratory industry, you accept the possibility to apply when it organizes and satisfies expectations. Every part, whether well-known or unknown, has its own charm and time of year. You can support ongoing campaigns to promote your most recent aids by using digital shopping tools.

7.5. Best Social Media Channels for Tourism Marketing

The Big Three of public news—Facebook, Twitter, and Instagram—have also occurred in the tourism industry, just like in certain other manufacturing. Travel has the final say on all bureaucracy, even though these channels have their own hearings. Facebook is an excellent tool for connecting users with various public groups. Face book's Recommendations feature allows people all over the world to share their events. It might be used effectively for roaming in order to learn what customers think of your travel agency. Because of its emphasis on being visible to the naked eye, Instagram is one of the most productively friendly publishing platforms. It is a great idea for tourism businesses to network with both their present and potential customers. You will draw more followers if you use Instagram, particularly millennials who are a very active group on the platform. To increase the popularity of your posts, you should make your own and use the travel hash tags (). Twitter serves as your voice, while Instagram takes over your visual content. You are welcome to talk about quick travel advice and deals on this terrace. While Instagram may be a good place to share images and videos of your company, genuine content is very helpful for customer service departments. You must have an active Twitter report if you are to facilitate conversations. Various professionals are skilled in addition to the Big Three [6].

7.6. Hospitality Industry

Front office, House Keeping, F&B Service, Food Production (Kitchen) are the main four core departments in hotels which deals the guests directly regarding their room reservation, registration, documentation, room assigning & billing purpose, f&b accommodation as well. All the formalities of a guest check-in performed on the front desk. All hotels will readily accept reservations in order to achieve high occupancy and to maximize their room revenue. When a guest makes a reservation for a definite time period, it is expected that the hotel will accept and honor its commitment by a contract between the hotel and the guest. A reservation is therefore is a bilateral contract between a hotel and a guest, according to which the hotel must provide the specified room type to the guest and the guest must agree to pay all relevant charges.. If a guest fails to inform the hotel about his cancellation, the hotel may decide to retain the advance deposit received from the guest earlier to cover up for any loss of room revenue. Guest have to approach the F&B sections i.e. Coffee shop, Restaurant, Bar for his/her breakfast lunch of dinner, or he/she can order the food to room service as well. For laundry services or room cleaning guest has to approach housekeeping department.

8. Social Media in Promoting Hospitality Industry

In the hotel industry, social media marketing is very beneficial. It is because platforms like Facebook and Instagram are ideal for engaging old, new and potential guests with fresh promotional contents. These platforms also have analytics tools built-in, allowing you to track user activity and engagement. Public news can be used by hospitality manufacturers to engage customers in conversation and help them admit their needs. Through these sites for socializing for business or personal benefit, neighborliness manufacturing can interact with customers prior to, during, and after the holiday event. We have to thanks the new technology and social media platforms, it can be so easy for hospitality businesses to connect with new and regular customers without forking out a ton of money. Increased exposure, open communication channels, easy access to important business information [7].

8.1. Facebook

Facebook is the biggest social media tool around as of now. With more than one billion active users, Facebook can give your hotels, motels, banquets restaurants or café excellent exposure.A Facebook page will allow us to advertise our business, showcase images, display our story and contact info, as well as connect with customers. Here, we can share our venue's personality, provide customer support, and raise brand awareness [8].

8.2. Instagram

Instagram is a fantastic place to showcase what our restaurant or café does best, whether that's meal presentation or décor. The highly visual social media

platform has surpassed 400 million monthly visitors, who use the platform to share their own stories as well as find inspiration for their lives. You may have even noticed some of your guests already doing some of the leg work for you by posting images of your daily fare along with glowing reviews. Hospitality businesses can jump on the Instagram bandwagon by creating a business account. We can link to your business website in the company profile and post images with relevant hash tags to expand your reach. New cafés and restaurants can also do a fantastic job garnering support and awareness for an upcoming opening by releasing teaser images on Instagram. This helps to build anticipation – and might even result in loyal customers before you've even opened shop![9]

8.3. Twitter

Twitter is great for sharing daily specials and deals. Promoting twitter handle on the menu and encouraging diners to follow the restaurant to stay in the loop is a top notch way to keep your customers informed. But that doesn't mean you should be only posting specials and deals. Twitter is a fabulous platform to engage with your customers, new and old. The best way to do this is to find a voice that suits your restaurant or bar. Participate in popular culture, tweet jokes, and have a laugh. Just remember, whatever you do tweet reflects the business, so keep it business casual Unless controversial is what you're going for.

8.4. Entrepreneurship

A contractor is a person of dignity who organizes, endures, and takes on the risks involved in a trade or endeavor. An executive is a force for transformation. The process of discovering new ways to combine beginnings and possessions is known as entrepreneurship. The manager makes money when the stock exchange profit these assets can generate elsewhere independently or through further mergers is greater than the stock exchange worth created by this new financial alliance. An unavoidable contractor who uses the funds to make two dungarees that could be sold for thirty dollars, or who instead transforms the ruling class into a denim backpack that sells for fifty dollars, will gain employment and increase the profit those funds build. This disparity is probably due to the fact that in competitive real estate markets, an manager's expenses are dependent on the prices required to bid the necessary funds away from alternative uses. The profit that the money takes care of forging in their next-best alternate uses will be made up of those prices. The profit contractors make shows how much they have increased the advantage produce apiece money under their control, since the cost of purchasing money measures this OPPORTUNITY COST—the profit of the given alternatives. The act of offsetting and managing your own trade or a trend anticipated artistically and wishing to assist yourself in your own endeavors is defined as entrepreneurship. Operating one's own business is an example of entrepreneurship [10].

8.5. Social Media in Promoting Entrepreneurship

Social media are playing a major role in promoting entrepreneurship because the more the product will be known to the audience the better it will generate the target audience for the entrepreneurship and ultimately gives rise to the business. By using only 2 or 3 social media platforms, an entrepreneur can widely disseminate business promotions and create a diverse customer base. Entrepreneurs using social media also create a marketing network when their own loyal customers share their social media posts with other users. Social news allows traders to form deeper friendships and gain more insight into potential customers. A trade can increase a player's fan base and maintain goal hearing response. Social news networks are accessible to all, giving traders an opportunity to comprehend the projects of their users or possible customers. It can find new streets of traffic that direct the community to their output and harden their similarity to the services. This helps marketers be more informed about their target audience, likes, dislikes, and interests so that they can create a better marketing strategy to attract such customers.

Conclusion

Building a trustworthy brand and brand value has changed as a result of social media. The days of billboards and brochures are over for the tourism

industry's manufacturing. The secret to trading happiness is to gather public shares, certain customer testimonials, and customer validation on public publishing. This passage effectively demonstrates that good news is a major convenience for tourists. The Digital Agency Network can assist you in identifying the best agency for your travel marketing so you can take advantage of its benefits.

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