



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

## The Use of Social Media as Marketing Tools by Selected Hotels in Bangkok

Prin Jivarungruang

Assumption University of Thailand

Contact: prin.jiv@gmail.com

### Abstract

The purpose of this study is to identify hospitality using the social media as the tools of marketing, how the social media attach tourists or consumers, and to give a descriptive overview of social media conditions in the hospitality industry.

This research uses qualitative method in-depth interview to investigate and analysis the data, open-ended questions are done in accordance with the cases studied recently on social media, by taking out the most frequent related issues on social media. The interview went well by interviewing nine tourists, six hotels, and two travel agencies in Bangkok, during 25 June to 11 July 2019.

Some tourists still confuse what social media is and researcher has to explain. For hotels side, they use social media much to promote their hotels, and travel agencies as well. This kind of marketing tool is not new anymore; these social networks become a part of our life and cannot avoid it.

Social media is like double-edged swords, once someone post has something, what they get may be good or bad comments. It can be helpful for brand awareness or damage brand image. So people should use social media wisely.

**Keywords :** Consumer Behavior, Hotels in Bangkok, Marketing tools, Social media.



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

## Introduction

This research regards the study of dramatically increasing trend of using social media as the marketing tools to promote hotels and followed by the deductive reasoning. Along with this research, the adopted methodology and lastly the results are respectively presented.

In the past, before people have the internet and social media, some new generation may wonder how people buy air tickets, buy a package tour and book rooms. Most tourists make a reservation by calling. If they want to make a reservation for a room, they will call to the hotel directly, but the price may be expensive. Therefore, most tourists prefer to make a reservation with a travel agency, so they can get the cheaper price or any discount. For example, tourist want to go to Italy, the agent will give 3 choices of hotels for choosing, then they will do the quotation to customers to make a decision. On the other hand, some travel agencies may provide packages to customer for choosing.

At the present time, social media become part of people's daily lives. Social media makes people lives more convenient, easier, and faster, such as free call, video call, shopping online, making purchase, google maps, make a reservation and other functions. For Hospitality Industry, they can use it as the marketing tools to help consumers reach to the tourism products. There are many social media that people around the world use such as Facebook, Instagram, Twitter, Snapchat, TripAdvisor and so on. Therefore, people can post or express their emotions and experiences, everywhere and any time that they want. For example, pages on Facebook where people can thread or posts to be created for free anywhere and anytime, which mean people can post pictures or videos and also can express their emotion, post the places that people check-in. So, it becomes like an advertisement and do the marketing at the same time. Some people who love to post pictures on Facebook become bloggers, reviewers and vlogs. Consequently, social media has become a major marketing tool in many businesses, such as hotels, restaurants, tourist's attractions, online shops, banks, money exchange, and others.

### ● Background

There are several types of social network sites such as Facebook, TripAdvisor, Twitter, Instagram, YouTube, Line, Wechat and Weibo; consumers or tourists can review sites such as Hotel's Facebook pages, TripAdvisor, Lonely Planet, and business websites. Facebook is one of the popular sites where consumers share their experience through comments or review places and has become a very powerful words of mouth (WOM) communication. Marketers need to control and keep positive words of mouth by working on consumers relationship management, in order to be effective in marketing communication through these channels.



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

Nowadays, the online market has increased rapidly, especially Facebook. When people take time comment on a Facebook post, it means you have done a good job. Comments generate much stronger traffic and awareness than simply racking up the likes. Attracting a large amount of comments will help you gain more followers very quickly because people often take an interest in what their friends are discussing. Social media has become a vital market platform to reach potential customers and changed the way in which people learn about and its helpful for choosing the destination. Social media has an important role for consumer to do the research and select destinations, making a reservation, learn about new packaging or tour promotions, plan itinerary and communicate with service providers. The widespread of social network has substantially changed the way in which consumers make a purchase, especially in the hospitality and tourism industry. Worldwide social network users are expected to reach 1.43 billion in 2012, an increase of 19.2% from 2011 (Phelan, Chen, & Haney 2013).

### Statement of Problems

One of the problems of using social media as a marketing tool is updating. It means the hotel must maintain up to date, must check what is the new trend at that time, what is people like, what is become a trendy, what competitors have done. These things are difficult to compete with competitors. Choosing the channel social media also become one of the problems, if the hotel promotes its room in the wrong way.

Moreover, social media cannot help hotels to sell directly, its help the hotel in terms of hotel brand awareness and hotel image to outside people. Furthermore, social network acts as a powerful tool to connect hotels with consumers or tourists. Some social media helps them to reach their target market as a long-term tool than as a short-term one. Most users agreed that, they are an increasingly effective tools for the hospitality industry and in the long run it can bring good results. Hotels owners are aware of the importance of the social media popularity, with Facebook and TripAdvisor being the two most popular, in enhancing their image and PR, followed by Twitter. They are working on investing more in social media in terms of personnel and time as currently for them it is not a very high investment. Although they are not very active at the present, in the near future they will be more involved and would be the main channel to interact with the customers and promote their hotels. (Manish, 2018)



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

- **Research Questions (RQ)**

- RQ 1. How does social media affect the opinion of tourist decision making to choose a hotel?
- RQ 2. How can tourist obtain information about hotels in Bangkok business from social media?
- RQ 3. How can hotels use social media for their marketing communication and determine its effectiveness?
- RQ 4. How important of pictures, photos, VDOs on social media attract tourists?

- **Research Objectives (RO)**

- RO 1. To explore international tourist choice to stay in a hotel in Bangkok using social media.
- RO 2. To investigate the usage of social media to gather information about hotel in Bangkok by the international tourists.
- RO 3. To identify the potential of social media as the marketing tools use by the hotels in Bangkok to attract more tourists.
- RO 4. To explore the benefits of social media visuals, illustration, to obtain tourists staying in hotels in Bangkok.

### Theoretical foundation

On the topic social media for hospitality and tourism, there are many issues that can be related to how consumers use the social media for selecting hotels. On regard to that the literature review includes different cases to understand the overall how important of social media, and it's also effected to consumers to make a decision to select hotels or destinations. Moreover, the articles show both sides of advantages and disadvantages of using social media as the marketing tools. Social media can be two-edged sword, it has the potential to destroy the company's reputation. Besides, social media can affect the consumers about tourism products and the difference of the consumer's behavior between pre-purchasing and post-purchasing.

Most articles mention the most frequently people used social media for hospitality and tourism include Facebook, TripAdvisor, YouTube, Twitter, Myspace and other channels. Furthermore, the advantages of using social media to promote hotels which are affordable, viral or words of mouth, it can spread brand faster, and can update anytime and anywhere. Social media become a modern communication tools in the life of people. The mostly use the internet commonly in this day. Majority people like to express their emotion by post on social media. One reason of the growth words of mouth is the speedy expansion of social media. Once, tourists' opinions or experiences are posted on Facebook pages they play



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

essential role online marketing, which means electronic words of mouth (WOM). Nowadays, word of mouth marketing become a basis for successful of using social media by service providers. The article indicates positive and negative results of customer feedback to consider purchase decision.

### Methodology

Firstly, this research applies qualitative method with theoretical framework based on literature review, relevant the use of social media as marketing tools by selected hotel in Bangkok. It can be arrangement of conditions for collection and analysis of data in a manner focusing on combining related studies with the purpose of the research. Through the study of literature, it can be understood that the tourist, hotels and travel agencies are interconnected, which makes it necessary to understand and discuss about social media directly with them, to know their perspective. In-depth interview is used to investigate and analysis the data, open-ended questions are done in accordance with the cases studied recently on social media, by taking out the most frequent related issues on it.

#### Target participants

As the research is to study the use of social media as marketing tools by the selected hotel in Bangkok. Therefore, the target populations are the tourists, hotel's manager, and travel agency for collecting the sample. The researcher plans to interview 15 tourists, 5 hotels, and 2 travel agencies.

#### Primary data collection

This interview is using purposive sampling method, in depth interview with tourists within 25 June to 8 July 2019. Moreover, to interview the hotel's manger, and travel agencies within 1 to 11 July 2019. The interview sample size the study plan to collect data of 15 tourists, 5 hotels and 2 travel agencies. For tourists, researcher plan to collect data by interview tourists at Suvarnabhumi Airport 10 tourists, but they were only 5 tourists was interviewed. The reason why researcher choose airport because researcher understand tourist's feeling, if they are travelling around or shopping, they may not want anyone to disturb or waste their times. For tourist around in airport, they may have time during waiting for their flight. Considering the topic on using social media as the marketing tool to selected hotel in Bangkok is selected for collecting the sample. Issara by D hostel is not only chosen for interviewing the hotel's owner by using face to face Simi-structured interview, but also The Tawana Hotel, The Golden Tulip sofferin hotel, The Continents, Pullman Bangkok King Power and Bangkok Marriott Marquis Queen's Park interview method was the selected method to collect the sample. The tourists, hotel's manager, and travel agencies, all of



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

them have considered as the users of social media such as use it in daily life, use it for review and comment, and use it as marketing tools. For the travel agencies, Agoda and TourEast are selected. Mainly, as planned to interview different area and types of hotels, because the researcher think that can get a different strategy of using social media as the marketing tool in each hotel and each travel agencies.

#### Discussion on Research Objectives and key Findings

The researcher focused on the four main objectives of the study, which were-

- To explore international tourist choice to stay in a hotel using social media.
- To investigate usage of social media to gather information about hotel in Bangkok by the international tourist.
- To identify the potential of social media as the marketing tools use by the hotels to attract more tourists.
- To explore the benefits of social media visuals, illustration, social media to obtain tourists by the hotels.

**For the result obtained in the section of, to explore international tourist choice to stay in a hotel using social media.**

Refer to during interviewing tourists, it was obviously that some tourists still confuse what is social media, which application is social media. Mainly, tourists mention about Online Travel Agencies (OTA) such as Agoda, Booking.com, Traveloka, Airbnb, Ebates, Expedia and others. So, researcher have to explained to tourist what is social media and give an example to make them understand, then continue interview. The researcher had found out the most social media that tourists have mention are TripAdvisor. Most comments and review on TripAdvisor are written by who have experience and have been visited that place before, that is the reason why tourists believe in TripAdvisor and Facebook more than others social media. However, most of tourist prefer to use OTA more than social media.

On the other hand, hotels use most popular social media to promote their hotel as much as they can, for example Facebook, IG, Line, YouTube, Twitter, LinkedIn, Wechat, Weibo and so on. However, in each hotel use social media in different strategy and different of target market also, for example hostel normally just post pictures to promote only hostel room, but for big chain hotel they use social media to promote every part of hotel such as room types, restaurants, and their amenity in hotel. Besides, for travel agencies also do same as hotel, especially for Agoda. They use many platform social media to promote their product, to make sure that tourist can get the information easier. Accordingly, to consumer behavior, tourists not confident to book a hotel without using social media.



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

**For the result obtained in the section of, to investigate usage of social media to gather information about hotel in Bangkok by the international tourist.**

Once tourists plan their vacation trips, mostly they are going to gather information about hotel by searching on social media such as TripAdvisor. Mostly, tourists prefer to read reviews and comments. However, before they are going to search for information, they get inspire from something, like they had seen friend's pictures on Facebook, then they will search the information on other social media. So once if tourists are looking for hotels or restaurants, they will read any review or comment, and they will find some negative review on social media. Those negative review can impact tourist's decision, but still depend on how many of negative reviews and how intensity of comments. If the review is not that bad, tourists still book that hotel. Furthermore, negative review also affects to hotel's booking and engagement. Once hotel had mention that social media is like a double-edged sword, once hotel has promoted themselves on social media, they may get both of good and bad reviews.

However, most tourists think the recommendation on social media is not enough for choosing hotel. They still need more information by searching from other platform social network. On the other hand, most hotels and travel agencies think information on social media is enough for tourists to looking for.

**For the result obtained in the section of, to identify the potential of social media as the marketing tools use by the hotels to attract more tourists.**

Normally, when people see other people's post on social media like picture or check-in place, it can inspire other people as well, it can motivate other people want to travel or have a vacation trip. Once tourists see picture on social media, it can be link to other social media as well, to search more information. The potential of social media, it can be delivery information to users faster and more convenient than others, the users just only type or click and then all the information will show on their device. It like social media can serve the information on consumer hands.

According to vacation trip, in normally everyone is going to search information on online network, but what would be the source of information that tourist trust, so the result of collect data were TripAdvisor. The reason why most tourist choose TripAdvisor is because on TripAdvisor has provided several information such as hotels, attractions, restaurants, and air tickets. Besides, the most information that tourists look for on social media when choosing a hotel is pictures, reviews and some tourist also concerns about price. However, some tourist prefers to watch VDO more than to see pictures. However, refer to consumer behavior of





การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

tourists can be separate into 3 part such as **pre-stay, during-stay and post stay**. For pre-stay, most tourist prefer to use TripAdvisor, searching for reviews and comments of hotels and attractions. But during- stay, tourist prefer to use Facebook and IG to post their picture and check-in where they are. For post-stay, mostly will be TripAdvisor, write reviews of the place that they had been.

Most hotels think that social media can help tourist to make decision of hotel easier. Hotel use social media as the marketing tool to promote their hotel and products. The reason why hotel would like to use social media to promote hotel because not only promote hotel, but also can communicate with customers to attracting new customer by producing high definition VDO or HD video and social media is low-cost but high effective. Moreover, Facebook is one of the extensive social media on earth that why every hotel use Facebook, according to the number of users.

**For the result obtained in the section of, to explore the benefits of social media visuals, illustration, social media to obtain tourists by the hotels.**

Once social media became a part in our life, most people use social media to share their experience, where they have been, post pictures and some short VDO, show their feeling and checked-in. This is become a routine of most uses. Furthermore, the picture that they post can attract to other user's feeling, others people may wonder where that place is, which hotel, why it so pretty, those questions will pop up in their mind. So, once they want to visit that place also, they will search in on social media to find out where is it and is it good, this process can link to other social media. This is the reason why most tourist said they cannot book a hotel room without seeing pictures or VDO on social media beforehand. However, if hotels have posted so many beautiful pictures, it does not mean its works, tourist still need to read reviews and comments as well. Social media can help hotels to get more engagement, but it cannot guarantee that hotel will be successful.

- **Implications**

As the social media users, nowadays people plan their trip by using social media, its help our life more convenient. However, social media have advantages and disadvantages, so users must use social media wisely. Every kind of business use social media as marketing tool to increase their sale, hospitality as well. As researcher has mention that social network become a part of our life, so people use in whole day whole night. Even no one notice it but everyone uses it since get up like check email, read news on application, chat with friends and use for business as well, social media can help people to work faster and more effective. Even before going to bed, people also use social media, and moreover that social media can connect to anyone and everything online, so that why people must use it





การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

carefully. Have to make sure which details should be private and which details can be public.

- **Future Research**

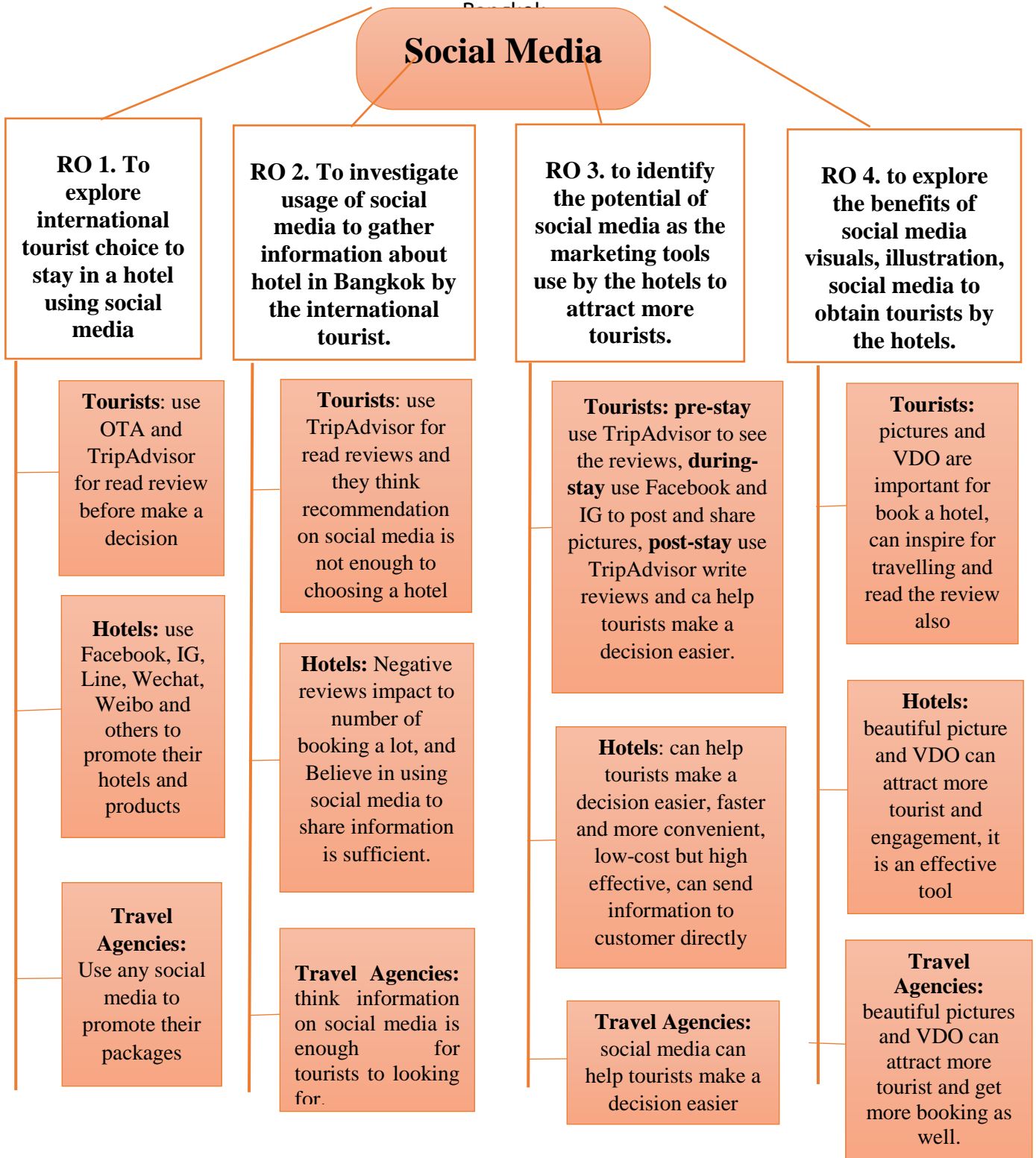
Throughout the research it can be seen that the study is very broad, it can be more specific to get details in each background. The future research can be conducted using quantitative method so that it can be measurable on how accurate the results are. According to this research, because of time limited that is the reason why the sample had collected were not that much so it is a bit difficult to analysis the data clearly. In this research can collect only some tourists, hotels, and travel agencies are included. Future research, this data analysis may use in the future.



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
 คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
 วันที่ 23 พฤศจิกายน 2562

Figure 6.1.1

Key finding from the use of social media as marketing tools by selected hotel in Bangkok





การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

## References

- Atahan, A., Katerina, B. & Burcu Selin, Y. (2010) “An Analysis of The Usage of Facebook and Twitter As a Marketing Tool In Hotels” Retrieved on 23 May 2019 from <http://www.acarindex.com/dosyalar/makale/acarindex-1423875974.pdf>
- Casteleyn, J., Mottart, A., and Rutten, K. (2009), “How to use Facebook in your market research”, *International Journal of Market Research*, Vol.51 No.4, pp.439-447. Retrieved on 23 May 2019 from [https://www.scirp.org/\(S\(i43dyn45teexjx455qlt3d2q\)\)/reference/ReferencesPapers.aspx?ReferenceID=2175792](https://www.scirp.org/(S(i43dyn45teexjx455qlt3d2q))/reference/ReferencesPapers.aspx?ReferenceID=2175792)
- Eleftherios, V., Brabara, N. (2017) “The influence of social media in the consumers’ hotel decision journey” Retrieved on 28 May 2019 from <https://www.emerald.com/insight/content/doi/10.1108/JHTT-09-2016-0058/full/html>
- Kang, J. (2018) “Effective marketing outcomes of hotel Facebook pages: The role of active participation and satisfaction” Retrieved on 29 May 2019 from <https://www.emerald.com/insight/content/doi/10.1108/JHTI-10-2017-0003/full/html>
- Lim, W. (2010) “ The Effects of social media networks in the hospitality industry” Retrieved on 23 May 2019 from <https://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=1694&context=thesisdissertations>
- Loredana, D.P., Eleonora,P. (2013) “Social network influences on young tourists: An exploratory analysis of determinants of the purchasing intention” Retrieved on 20 June 2019 from <https://link.springer.com/article/10.1057/dddmp.2013.33>
- Manish, V. (2018) “Social Media a Promotional Tool: Hotel Industry” Retrieved on 6 June 2019 from [https://www.researchgate.net/publication/322329605\\_Social\\_Media\\_a\\_Promotional\\_Tool\\_Hotel\\_Industry](https://www.researchgate.net/publication/322329605_Social_Media_a_Promotional_Tool_Hotel_Industry)
- Marsteller, B. (2010) “Fortune Global 100 Social Media Study” Retrieved on 29 May 2019 from <https://www.slideshare.net/IN2marcom/bursonmarsteller-fortune-global-100-social-media-study>
- Meltem, A., Evren, G., & Cennet, B. (2017) “Consumer Behavior In The Process Of Purchasing Tourism Product In Social Media” Retrieved on 29 May 2019 from [https://www.researchgate.net/publication/315747592\\_Consumer\\_Behavior\\_In\\_The\\_Process\\_Of\\_Purchasing\\_Tourism\\_Product\\_In\\_Social\\_Media](https://www.researchgate.net/publication/315747592_Consumer_Behavior_In_The_Process_Of_Purchasing_Tourism_Product_In_Social_Media)
- Pietro D. L. and Pantano E. (2013). “*Social network influences on young tourists: An exploratory analysis of determinants of the purchasing intention*” *Journal of Direct, Data and Digital Marketing Practice*, page 4-19. Retrieved on 29 May 2019 from <https://link.springer.com/article/10.1057/dddmp.2013.33>



การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3  
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏสวนสุนันทา  
วันที่ 23 พฤศจิกายน 2562

Phelan, K.V., Chen, H-T & Haney, M. (2013) “Like” and “Check-in”: how hotels utilize Facebook as an effectiveness marketing tool. *Journal of Hospitality & Tourism Technology*, page 134-154. Retrieved on 23 May 2019 from [https://www.researchgate.net/publication/262819436\\_Like\\_and\\_Check-in\\_How\\_hotels\\_utilize\\_Facebook\\_as\\_an\\_effective\\_marketing\\_tool](https://www.researchgate.net/publication/262819436_Like_and_Check-in_How_hotels_utilize_Facebook_as_an_effective_marketing_tool)