

THE NEGATIVE IMPACTS OF SOCIAL MEDIA ON HOSPITALITY ORGANISATION

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INTRODUCTION

Definition: The hospitality industry means all package of giving services to clients and the service industry that includes lodging, event planning, theme parks, transportation, and cruise line travelling and additional fields within in the tourism industry.

The Hospitality industry is a multimillion dollar industry that depends on the availability of vacation time and residual income. A Hospitality unit such as a restaurant hotel or an amusement park consists of multiple groups such as facility maintenance and direct operations.

In a simple word hospitality is about people welcoming other people into their homes or other places where they work or spend their quality time.

The Hospitality word comes from the Latin word “Hospes” which comes from the word “Hostis” which originally mean to have power.

Hospitality is all about the entertaining or receiving guest hospitality refers to the relationship between a guest and a host where in the host receives the guest with good will, including the reception and entertainment of guest, visitors or strangers. Louis, Chevalier de Jaucourt describes hospitality in the Encyclopédie as a virtue of a great soul that cares for the whole universe to the ties of humanity.

Social media performance:

Social media are interactive computer. Halve technological facilitate the creation and Sharing of information, ideas, career, enterer and other forms of expression via virtual communities and networks. The variety of stand Alone and built in social media service currently available introduces challenges of definition however, there are some common features.

User generated content, such as text post or comments, digital photos or videos, data generated through all online interactions, is the life blood of social media. In the United States a 2015 survey reported that 11% of teenagers have a Facebook account. Over 60% of 13 to 17 year old have at least one profile on social media sites than on any other type of site. There are several negative effects to social media which receive criticism, means some privacy issues information overload and internet fraud. Social media can also have negative social effects on users. Angry or emotional conversation can lead to real. World interactions outside of the internet, which can get user into dangerous situation some users have experienced fear of violence online and have experienced these fear, bring out themselves offline.

Studies have shown that self-comparison on social media can have out of the ordinary effects on physical and mental health because they give us the capability to seek. Approval and compare ourselves social media has a practical and mentally usage to connect us with others, but also can conduct to completion of satisfaction. In fact one study suggests that because a negative aspect of social networking sites infoldsspending hours.

Negative impacts:

Along with advantages discussed above social media may also have harmful effects on financial performance of hospitality organizations spreading of news about negative consumer experiences on blogs Social media networking websites and other social media platform and damage of such news on brand image is a major disadvantage of social media for hospitality organizations.

The damage of the use of social media in workplace in tourism and hospitality sector is even oversize when the media is used to share in appropriate behavior and rudeness at the workplace.

Social media in its various forms such as blogs, social networking sites, photo and video sharing, chat room, forums RSS and others need to be used by marketing management of hospitality organizations in a

Combine manner in order to effectively spread the marketing message of value offer.

Origination of social media as global means of communication, entertainment and a source of information has created a range of opportunities for businesses in hospitality sector and other industries.

The media can also influence people's feelings negatively. The media affect society in many different ways. Such as businesses use the media to promote their products, the media effects communication and the media affects body image and the behavior of people in society.

People who are addicted to social media may experience negative side effects such as eye, strain, social withdrawal or lack of sleep, stress. If you spend your time researching problems or arguing with people, you may have experience stress which can have a negative impact on your health.

Types of Social Media

- Facebook
- Twitter
- Whatsapp
- Instagram
- Youtube
- Linked In
- Google Plus
- Pinterest
- Tumblr
- Quora

These social media has more effect negative and positive on hospitality industry. Social media and the hospitality industry over the past few years, social media websites such as Face book and twitter have transform not only how people interact with each other but also how businesses interact with consumer hotels and companies within the hospitality industry must have a keen understanding of how to deliver their messages via social media websites.

Negative side of social media

Even though blogging is considered to be a significant social networking tool, today the Tourism Industry realizes that blogs could have a negative impacts as well as positive impacts if not managed carefully. As blogs becoming more and more popular as a social media tool, some implications develop. These implications consist of the increasing power of technology, increased influence of communities and decreased influences of institutions/marketers. It is true that blogs can be a powerful source of “word of mouth” but they can also be a source of negative influence from unhappy customers. The industry needs to start looking at blogs in a more serious way.

Online reviews

Tourism is one of the largest industries in the world, accounting for 11.7% of world GDP. Nowadays, the internet plays an important role in travel planning process and travel reviews are mainly popular. Sites like Trip Advisor, Travelocity, and Formers permit customers to submit data feedback, on their travel experiences. Information from totaled to generate overall scores of satisfaction and quality scores.

Rated content on travel sites is persuading tourists’ decision making and behavior. In electronic word-of-mouth reviews shows that participants feel that traveler reviews are less biased and easier to relate to than professional reviews. In the past, the process of ranking and rating the tourism and hospitality sector has been the reserve of official administrations such as national tourist boards, travel communities, or travel guides. Many hotel managers have been uncertain how to interpret or respond to online reviews. Hoteliers are losing control, and most of the concern is directed toward how potential consumers will interpret reviews would one bad review mean that other travelers wouldn’t chance a visit online reviews have direct effects on business and management. Actually for some tourism and hospitality enterprises, these reviews can lead to profit or loss. Even though the owners of hotels are very irritated with unfair reviews on Trip Advisor, they cannot deny the significance of this information source on their business. One hotel owner mentioned that 90% of bookings are now done online and that Trip Advisor is the Social Media and Hotel Industry only way forward. The owner also noted that he stopped advertising in tour books he is choosing to go online.

Social media marketing is a very important tool for building brand awareness, researching consumer opinion and crowd sourcing, and driving traffic to brand websites. Social media marketing plays an important role in the tourism and hotel industry. Social media permits hotel managers to get immediate and direct feedback from their clients, so they can understand better their needs and wants. On the other hand, social media can have a

negative effect too. A hotel owner has no control over the online review “blogs”. A single bad review from an unhappy customer on Trip Advisor can hurt the business. The social networking sites could affect the marketing in both positive and negative ways. Like consumer behavior, connection with consumers, effectiveness in terms of time and cost, creating brand awareness and building the image of the company, promoting company, targeting consumers.

Even if online hotel reviews have increased in significance, a commonly discussed problem is their credibility. Some hotels are even accused of faking reviews and providing misleading information which might increase bookings in the short-term, but eventually leads to low perceived value and even more negative reviews which tarnishes a hotel’s image in the long-term. Nevertheless, hotels need to adopt effective reputation management techniques, take customer feedback seriously and take appropriate action to avoid adverse effects. In order to increase the probability of positive word-of-mouth hotels need to ensure guest satisfaction and try to prevent problems in the first place.

Create Brand Awareness and Build Image

An increasing number of hotels have participated in social networking sites, which has helped to build the image and to promote their hotels as the popularity rises. Compelling the consumers that their money is well spent on the hotel’s deals will help to make a comeback to business as well as create brand awareness. Social networking sites can affect the industry in positive and negative ways. It does not matter if it is a small business or a franchise. Once a company gets involved in social networking sites, the information is out there and there is no way to go back on it so every action has to be taken responsibly. Every reply to reviewers is important to maintain the brand image. More business in the hospitality industries is using social networking sites for their own benefits. The responses to consumers are to be replied with morality in order to secure their image and brand regardless if the reviews are interpreted in a good or bad way.

AIMS & OBJECTIVE

AIM:-

Negative Impacts of Social Media on the Hospitality Industry.

OBJECTIVES:-

- To study about the negative impacts of social media in working.
- To study hampering factors in performance of hospitality organization.
- To study about long term effects of social media feedback on the hospitality business.

LIMITATION:-

- Study is limited in Nagpur due to time and money.
- This study is based on secondary data and primary data to evaluate the negative effects of marketing and social media in the hospitality industry.

REVIEW OF LITERATURE

(Reference: Book: Social Media Marketing in Tourism and Hospitality

By Roberta Minazzi

Page no: 07-08

Date-16Feb 2019

Time-8 Am)

Social media sites in the internet today are used more frequently than the physical participation of individuals in a communication. Business strategies, tactics, and instruments for communicating with customers and other stakeholders have been transformed significantly with the emergence of the

Phenomenon known as social media, a variety of new sources of online information, mainly based on customers' content contribution, but to a certain extent also firm-driven. The role of social media appears to be exalted in businesses where Word-of-Mouth (WOM) has a greater impact: especially the services industry (high risk and intangible-dominant products). Since some decades ago, literature has already affirmed that WOM is a more important input to the decision process when purchasing services, rather than goods.

The study will find out how word of mouth publicity is influenced by social media remarks.

(Reference: Book: Social Media Marketing in Tourism and Hospitality

By Roberta Minazzi

Page no: 07-08

Date-16Feb 2019

Time- 8 am)

The specific nature of services provided by hospitality and travel firm has a fertile terrain for the rapid widespread and use of social media by travelers and consequently by tourism operators. However, although many tourism firms have started to develop social media actions, the industry has not yet fully exploited the potential of this emergent data and communication resource, especially toward the potential of customer engagement. Social media research is an emerging research field that has received increased attention from tourism scholars of various disciplines in order to understand the consequences on tourists' behavior, decision making and corporate communication.

The study is aiming that the social media impact can be used for the benefit of industry.

(Reference -PDF: The Effects of social media networks in the hospitality industry.

By Wendy Lim University of Nevada, Las Vegas

Page no: 07-10

Date 16Feb 2019

Time- 10 am)

Social media may be interpreted in different ways depending on who is looking at it and what approach one takes. In general, it relies on Internet and Web-based tools and services to enable anyone the ability to publish information be it data, audio, or video on the Web (Computer Economics, 2010). The hospitality industry has yet to identify the effectiveness of marketing through the use of social media. There is an abundance of advantages such as low cost investment, direct customer communication, brand communication and also it acts like a verbal evidence theory that people tend to believe when compared to commercial advertising.

The study will find out social media is interpreted in different ways like negative and positive and they effect on company brand.

(Reference -PDF: The Effects of social media networks in the hospitality industry.

By Wendy Lim University of Nevada, Las Vegas

Page no: 07-10

Date 16Feb 2019

Time- 10 am)

Direct communication is one of the concepts that this manuscript will elaborate on. Directcommunication allowsfor a two-way communication with the customers and social vehicle and a platform forcommunication to take place on a virtual environment.

The study will aim that the sometimes two ways communication is very harmful on social media platform they effect on virtual environment.

(Reference -PDF: The Effects of social media networks in the hospitality industry.

By Wendy Lim University of Nevada, Las Vegas

Page no: 07-10

Date 16Feb 2019

Time- 10 am)

The hospitality industry is very slow to gain momentum towards technology and is reputed to be reluctant to adopt technological advances. Therefore, the industry has not leverage on the power of social media and integrates it with their marketing initiatives. With

Consumers becoming more immune to conventional advertising and communication channels, the hospitality industry should turn to social media (such as LinkedIn, Facebook, Twitter) as a means of reaching out to their audience.

For the technology sophisticated users, social media is an alternative platform for them to enhance their knowledge and widen their network of connection. Whilst for the non-technological sophisticated users, they can learn from those whom are experienced in the IT aspect. However, for those whom do not make an effort to be involved will be regarded as obsolete.

The study aims that hospitality industry turn to social media and they have some negative impact on hospitality industry, and also social media is a platform their enhance a knowledge about network connection.

(Reference -PDF: The Effects of social media networks in the hospitality industry.

By Wendy Lim University of Nevada, Las Vegas

Page no: 07-10

Date 16Feb 2019

Time- 10 am)

The hospitality industry also fears social media because they think that it could be detrimental to employee productivity or even fears that social media has the potential to damage the company's reputation. While social

media engagement is essential to a business branding and communication, it can also work against a business if used inappropriately.

However, a social media policy can be developed to educate and provide better understanding for their employees to keep within certain parameters and implications of their participation. Nevertheless, there is a need to explore and discover if social media can become the new "tool" for effective branding and marketing purposes.

The study will focus on social media can also harm the image of the property by false news and videos. It can also help for promoting the business by true and the clear image of the property.

It also wants to study that it can also be used for training the employees and the staff.

(Reference -PDF: The Effects of social media networks in the hospitality industry.

By Wendy Lim University of Nevada, Las Vegas

Page no: 07-10

Date 16Feb 2019

Time- 10 am)

Social media is considered by some just a tool. It is a tool for connection and a medium for broadcasting. These social media tools are recommended to be used in the way they are designed. For example, Twitter and Facebook are used as a marketing machine while

YouTube functions more as a public relations tool since it is video sharing website. In addition, LinkedIn is a professional networking tool it is a site for business minded professionals to keep

Track of their contacts.

The study will aim that the social media tool is a public relation tool and in that sharing the videos, websites, posts etc. and they sometimes share fraud websites and they effect on hospitality marketing.

(Reference – book- use of social media in public transportation

Consultant by- Susan Bergman

Chapter 2: Overview of social media

Page no: 07

Date 16Feb 2019

Time- 10 am

Social media is a term that refers to a number of web based application through which users interact with one another interactivity is what distinguishes social networking sites from traditional websites social media application encourage users to share their experiences opinions knowledge and sometimes their location these connections can contribute to a sense of engement or loyalty among social media.

The study will find out social media is a web there people can interact to each other very easily communicate to each other share their experiences.

(Reference - <https://www.facebook.com/>

Date-16Feb 2019

Time-1 pm)

Face book

The question that arises in many hospitality businesses is why Face book marketing? Face book, another source of social media, is a fantastic avenue to stay visible and successful by making a face or a presence for the organization online. Face book is one of the extensive social network on earth and almost reaching the 500 million active users mark, yet it continues to surpass former social networking giant MySpace.

In Face book, people have a profile, but a hotel does not require a profile. Instead a hotel is like brand, and they need to have pages instead of a profile. A hotel which uses Face book must know their audience, and set up the pages according to their audience demographic. With such information, the content is created and Face book marketing campaign must have the right exposure, awareness and motivation. With this in place, it can increase people and followers for the brand.

Organizations tend to measure the impact of social media in a quantitative way rather than in a qualitative way. This means that these particular organizations tend to count the number of “followers” that are participating in Face book instead of looking closely at these “followers” and analyzing their behavior in relation to the product; this can lead to recruiting them as unpaid On hindsight, the increase in participants would means that the branding for Radisson is spreading as far and wide in comparison with the campaign. Therefore when interaction takes place with the brand, a community is built. People who were by-standers naturally become advocate.

The study will find out Facebook has a large number of users and followers, it mainly focuses on the quantity of the guest viewing there pages and the hotel page must always provide the information according to their customers viewing or following their Facebook page. It can also create awareness amongst the followers that false news which is spread by the other social media is wrong and the information provided by the hotels Facebook page is true.

(Reference - <https://www.twitter.com/>

<https://unamo.com/blog/social>

Date-16Feb 2019

Time-4 pm)

Twitter

Twitter is an effective medium for communications, whether it is to read or receiving the latest news to virtual conversations and building community. That is a reason for one to be on Twitter.

The apparent advantage for the hospitality industry to utilize social media is for the purpose of customer service, and Twitter is the ideal medium for resolving customer related issues or simply leaving a positive impact on the guest with a simple “thank you or you are welcome” tweet.

However, the finest in the business are going the extra mile in the customer service area. For example, the Wynn Las Vegas and Encore hotels use social media sites like Twitter and Foursquare to improve their customer service efforts and better meet the requirements of their guests. Hospitality businesses regardless of size — be it the largest hotel chain to the boutique hotels — have found their own exclusive way to harness the power of Face book and the distribution possibilities made available via Twitter.

The study will aim that the twitter is an effective medium for communications and twitter can be used for the costumer related problems.

(Reference - <https://www.youtube.com/>

Date- 17 Feb 2019

Time-9Am

YouTube

As the Internet continues to grow and advance, YouTube is one of many social media tools that hotels or a business can explore and maximize the potential of it. YouTube is a video broadcasting channel, where millions of videos being hosted and viewed by 400 million people worldwide who are actively seeking information (Shipley, 2010). A hotel can use YouTube to promote and communicate with the audience to the business, thus attracting new customers by producing high-definition video or HD video and uploading them on YouTube. These videos could be an event about the company or an introduction or demonstration of a new product launched. Once videos are uploaded, it will reach the masses and ultimately the intention of using YouTube is to draw people to the hotel or a business.

To prove that viral effect of social media tools are effective, an Indian comedian, singer and YouTube personality from Delhi, Bhuvan Bam became popular just by uploading his videos by name “BB ki vines” on YouTube. He started his Internet career with sarcastic video of a news reporter who asked a woman insensitive questions regarding the death of her son due to the [Kashmir](#) floods, which got about 15,000 views on Face book. His first video went viral in Pakistan, inspiring Bam to create his own YouTube channel in June 2015. Bhuvan Bam won the award for the Most Popular Channel on YouTube at the WebTV Asia Awards 2016 held in [Seoul](#), Korea. Bhuvan became the first Indian YouTube to have 10 million subscribers in 2018. From then, BhuvanBam’s career has taken off and became famous for making subscribers and users laugh at any time.

The study will find out The YouTube is the only way their uploading a video and promoting our business. These video can be an event, introduction, launching a new product etc.

(Reference - <https://www.youtube.com/>)

Date- 17 Feb 2019

Time-9Am

The hotels have the capacity to produce videos, and one other way to promote the hotel is the use of testimonial videos from the customers. During the check-in process, the customer can be informed that a short 5 minutes video of them could earn them some incentive, such as a complimentary drink, a meal or a pair of tickets to an in-house entertainment. Since reviews are vital in attracting customers to a specific hotel, these videos have the potential to entice a potential customer to make a reservation at the hotel, instead of their competition or similar. With that said, the perception of a hotel brand is more often influenced by experience than by products.

The study will lay stress on the uploading videos is a positive impact of the hospitality industry or it's used for the benefit for the industry.

(Reference - <https://unamo.com/blog/social>)

Date- 17 Feb 2019

Time-12:30 pm

Corporate Blog

Corporate blogs or blogs is a new-age way of communicating online. Corporate blogs are usually used as the public interface to the company. It gives a personal touch which is why a lot of small companies, especially the web-based ones are using this as a combination of customer support, PR/Media announcements and generally a way to get messages through to the targeted audience (or employees/partners) in a more personal manner. A blog is simply the colloquial short version of a Weblog and it's a combination of 'web' and 'log' which means a website. It is generally low cost as compared to traditional marketing strategies. The use of corporate blogging enables companies to strengthening relationships with their customers.

The study will find out the corporate blog can be used for combination of customer support. And target the audience to pass the message or get message.

(Reference-<https://research-methodology.net/influence-of-social-media-on-profitability-of-hospitality-organisations/>)

Date- 17 Feb 2019

Time-3 pm)

Negative impacts of social media on the performance of hospitality organizations

Social media may also have detrimental effects on financial performances of hospitality organizations. Circulation of news about negative consumer experiences on blogs, social networking websites and other social media platforms and damage of such news on brand image is a major disadvantage of social media for hospitality organizations. A case study involving Doubletree Club Hotel can be mentioned to illustrate negative impacts of social media on brand image of a hospitality organization. A PowerPoint presentation entitled 'Yours is a Very Bad Hotel' has been completed by two business professionals Tom Farmer and Shane Atchison who were dissatisfied with their experience with Doubletree Club Hotel in Houston, US because they could not be card.

The study will focus on sometimes; the social media is a source of negative news about the industry. Social media have detrimental effects on financial performances blogs, social networking websites can damage the brand image

(Reference-<https://research-methodology.net/influence-of-social-media-on-profitability-of-hospitality-organisations/>)

Date- 17 Feb 2019

Time-3 pm

Some negative impacts of social media on hospitality industry

The presentation has been prepared for the general manager of the hotel and it presents inadequacies of Doubletree members of staff in dealing with the problem in a detailed and humorous manner. It is important to stress that although this presentation has been first uploaded more than a decade ago in 2001, it is still attracting occasional discussions on social media platforms, and therefore its damage to Doubletree brand is continuing.

The study will find out how social media damage the hotel industry brand.

(Reference-<https://research-methodology.net/influence-of-social-media-on-profitability-of-hospitality-organisations/>)

Date- 17 Feb 2019

Time-3 pm

Waste of employee time due to excessive browsing of social media marks another disadvantage of social media for hospitality organizations and organizations in other sectors (Watcher and

Chau, 2010). According to findings of a recent survey conducted by Asafetida, employee monitoring software provider as much as 37 per cent of employees in the UK access social media sites for recreation purposes during work hours. This can be interpreted as a massive waste of investments on human resources with obvious negative implications on the levels of profitability.

The damage of the use of social media in workplace in tourism and hospitality sector is even greater when the media is used to share inappropriate behavior and misconduct at the workplace (Kodak and Badoglio, 2011) as it has been the case with a global airline company Cathay Pacific in 2011. Specifically, photos of an intimate act between a flight attendant and pilot in work settings during work hours have been shared by the former to cause an embarrassment and substantial damage to the brand image of Cathay Pacific.

The study will find out how social media share inappropriate behavior and bad conduct in working place.

(Reference-<https://research-methodology.net/influence-of-social-media-on-profitability-of-hospitality-organisations/>)

Date- 17 Feb 2019

Time-3 pm)

The incident has even forced Cathay Pacific marketing management to review its campaign slogan of ‘the team who go the extra mile to make you feel special’ in order to avoid humorous association of the slogan with this specific incident (The Telegraph, 2011).

Issues related to data leakage due to staff gossiping through social media also need to be mentioned in this context. Data leakage may relate to details of future marketing campaigns, pricing strategy of the business,

amounts of spending on celebrity endorsements or any other valuable information that might be used by competitors in hospitality industry to gain unfair competitive advantage.

The study will lay stress on impact of data leakage issue on hospitality industry.

(Reference:-www.business.gov.au/marketing/social-media/pros-and-cons-of-social-media)

Date- 17 Feb 2019

Time-3 pm

Social media may not be suited to every business. If you are unprepared and launch your social media presence without proper planning, you could waste valuable time and money. **Some of the possible disadvantages you should be aware of are:**

- Not having a clear marketing or social media strategy may result in reduced benefits for your business.
- Additional resources may be needed to manage your online presence.
- Social media is immediate and needs daily monitoring.
- If you don't actively manage your social media presence, you may not see any real benefits.
- Risk of unwanted or inappropriate behavior on your site, including bullying and harassment.
- Greater exposure online has the potential to attract risks. Risks can include negative feedback, information leaks or hacking.

Whatever the risk having a social media strategy and preparing your policy and procedures carefully beforehand can help you manage the risks False or misleading claims made on your social media channels by your business or by a customer can be subject to consumer law. Customer fan posts and testimonials that are misleading or deceptive to other customers particularly about competitor products services may result in your business being fined.

Reference - unamo.com/blog/social

Date - 17 Feb 2019

Time-12:30 pm

If you have a business in hospitality industry, then people will talk about you, but they have to talk good about your business otherwise it might destroy it! Positive publicity can increase your sales but negative comments might sink your company.

Therefore, before we enter into this world of social media for business, you should keep in mind that those advantages can also bring some drawbacks. Here are some.

A lot of time is required.

Have you ever clicked on a company's Face book profile and found that it was last updated three years ago? Did you a get a feeling of abandonment? Do not let your social media look like a tumbleweed being blown across the desert floor, wandering aimlessly wherever the wind blows. Maintaining a social network requires dedication. If you want your company's profile to be visited and to have user participation then you must update it frequently, provide it with great content, and answer the messages of your users ... All it takes is time and effort, so you'll have to evaluate if it's worth it, consider that **if you have social media for business you must take care of it otherwise it might be counterproductive.**

The study will throw light on lack of focus on companies' social media profile once they made it.

(Reference - unamo.com/blog/social)

Date- 17 Feb 2019

Time-12:30 pm

Qualified personnel are required.

In addition to time and effort, whoever is in charge of managing your social media, should be a qualified person (your next-door neighbor may not be the right person for this). This is such an important issue nowadays that in the last few years a new profession for this (community manager) has arisen.

The study will focus on the points if you want your social media to look great and professional, you may have to invest some money.

(Reference - unamo.com/blog/social)

Date- 17 Feb 2019

Time-12:30 pm)

Bad Publicity:

Social networks can offer you very interesting advertising for your business, but keep in mind that they can also spread bad things from your company. To avoid this, you can do two things: 1) Always give the best service and 2) Manage your customers' complaints well, giving a great resolution.

The study will lay stress on don't spread the bad and silly things on social media should be avoid this things.

Your problems will be more visible:

If you accept all kinds of comments in your social media profiles, or even use them to answer **questions and complaints**, these will be **much more exposed to the world**. Keep it in mind.

The study will throw light on sometimes this kind of things is harmful on the business or company brand. These things are like without covering, uncovered things.

(Reference - unamo.com/blog/social)

Date- 17 Feb 2019

Time-12:30 pm)

You may have privacy or security issues.

In some cases, social networks can be an open door for spreading details about your company or your customers. Be very careful with this, it can cause you **serious problems**.

The Study will lay stress on the serious problem which can create by lack of privacy and security of social media.

Competitors could study your business.

We have gone through the advantages of social networks for companies in a different article in which we told you that social networks were a good way to know your competitors, but you should imagine that the competitors also have eyes on you and could do the same. Be better than them.

The study will focus on competitors could study our business so be prepared and do well better than them.

(Reference - book -internet marketing, a practical approach in the Indian context

By-Moutusymaity

Page no. 255

Date-19 Feb 2019

Time- 3am

Customer reviews

To what extent is this data important? This data is more important for say a business that is dealing in Smartphone's and probably not that important for a manufacturing business. Comments can be either positive or negative. That is what the nature of the comments is on the web, and in real life. For example, how are people reacting to a new ad campaign? How are people reacting to a new product that has been launched? Instant information on all of these may be obtained from social media. What kind of product is she/ he likely to buy? The data is there. It is unsolicited. Since it is more candid than it would otherwise be it is real-time data. One does not have to try too hard to reach customers that are not consuming that product since it is likely that even those consumers who may not like the product may. Comment on the product. The company can then know why it is that consumers do not like their products.

The study will throw light on customer reaction could be positive or negative. If customers not like the product The Company should find out the reason and solve the problem.

Reference –book- internet marketing- a practical approach in the Indian context

By – Moutusymaity

Page no. -262

Date -19-Feb-2019

Time – 4 am

Strategic implications of text mining for marketing: communications and reputation management.

Reputation management refers to influencing and controlling an individual brand company's reputation. This term has originally been used in the realm of public relations. The advent of social media and the expanded use of publicity available platform by consumers / users for expressing their views have made it necessary on the part of any entity that has an online presence to protect its reputation/ brand name/ image. Because social signals a company/ brand needs to be vigilant of the content that is posted online, either by the company brands or by others. Online reputation management is concerned with managing the results on websites that evaluate products and services and make recommendations and referrals (Yu and Singh 2000).

The study will focus on how websites evaluate products and services.

Reference –book – internet marketing – a particle approach in the Indian context

By – Moutusymaity

Page no. - 226

Date – 19-feb-2019

Time – 7 am

Customer service

Addressing customer complaints through its social media platform may be one of the objectives of the brand/company, and the number of resolutions could be an indication of the extent to which such an objective has been successful. According to Hoot suite, a leading social media analytics and monitoring company, about 72 percent of customers who make complaints on twitter, expect resolution within 24 hours.

The study will find out how to handle the customer's complaints on twitter.

Reference –book – internet marketing – a particle approach in the Indian context

By – Moutusymaity

Page no. - 14

Date – 19-feb-2019

Time – 9 am

The company for which the exercise has been undertaken is a software company and it implies that the internet would be the best platform to advertise the company. Since it is a B2B company,

the use of social media platforms would be the most effective in terms of reach and cost. Most of the customers of the concerned company are in Canada where internet penetration is very high and choosing internet as a marketing tool would have the maximum impact.

The study is aiming that internet is a best platform to advertise the company. And social media is effect on reach and cost.

Reference –book – internet marketing – a particle approach in the Indian context

By – Moutusymaity

Page no. - 14

Date – 19-feb-2019

Time – 7 am

Social networking

Profiles of your business and some active users in the company need to be create on some of the top networking sites. For example, most organizations now have a presence of face book, LinkedIn, YouTube, and twitter. Similar to the directories, industry specific social networking sites are available too. Becoming active in the social community helps build your brand and reputation when connecting and interacting with customers.

The study will focus on how social media helps to build company reputation and brand.

Reference – www.revechat.com

Date- 20-feb-2019

Time – 10 am

Negative customer reviews are harmful

Social media is also a big platform for customer to complain about your products and services. Not everyone will directly contact you for any issues, they may land on your social media company profiles and post

complaints or negative feedback/ reviews about offerings. The more complaints you get, the more your brand will suffer. Undoubtedly it is one of the disadvantages of your business.

The study will focus on negative reviews about product and services. And the negative reviews, complaints suffer on brand image.

RESEARCH METHODOLOGY

TITLE OF RESEARCH

“Negative impacts of social media on the performance of hospitality organization”

Research Methodology

There are many methodologies; the research methodology used for this research project was descriptive and analytical.

- Applied
- Descriptive
- Analytical
- Exploratory

The study is both descriptive and analytical because researcher analysis the negative impacts of social media in hotel industry and give descriptive report on this.

Descriptive research:

Descriptive research methods are pretty much as they sound they describe situation. They do not make accurate prediction, and they do not determine cause and effect.

Analytical method:

In analytical research, the researcher has to use facts or information already available, and analyze them to make a critical evaluation of the material. It involves the in-depth study and evaluation of available information in an attempt to explain complex phenomenon.

Sampling:-

- 1) Population of study- hoteliers
- 2) Sample size- 50

Tools used:

The tools used for this study is well- structured questionnaire and its recording will be analyzed.

COLLECTION OF DATA:

Primary data: the primary data consist of information collected through questionnaires. The questionnaires consist of basic information about topic and survey done on it.

Secondary data: The secondary data consist of individual information gathered by the researcher through text book, internet.

TOOLS OF DATA COLLECTION:

A descriptive questionnaire was used for data collection and its results were calculated through survey Google form.

ANALYSIS

TABLE NO. 1

Disadvantage of social media in hospitality industry.

Sr. no.	Particular	No. of sample	Percentage
1	Lack in work efficiency of employees	13	26%
2	Lack of presence	15	30%
3	Slowdown of work	05	30%

4	Impact on behavior of employees	07	14%
	Total	50	100%

As per the table it shows that 26% say lack of work efficiency of employees is Disadvantage of social media in hospitality industry, 30% say lack of presence is Disadvantage of social media in hospitality industry, 30% say slowdown of work is Disadvantage of social media in hospitality industry, 14% say impact on behavior of employees is Disadvantage of social media in hospitality industry.

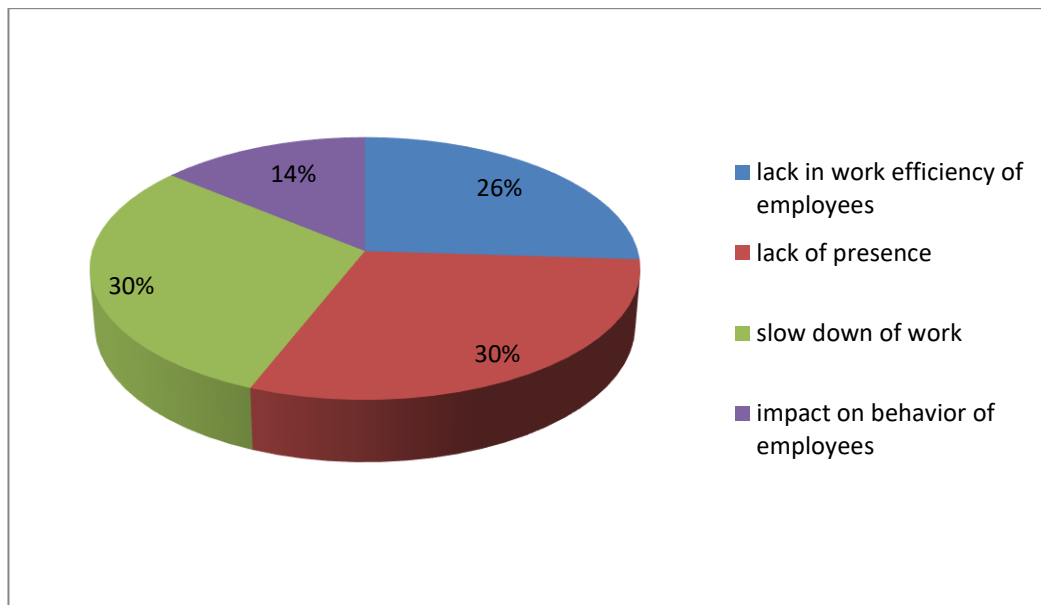


TABLE NO. 2

Negative side effect on human resource mental status.

Sr. no.	Particular	No. of sample	Percentage
1	Strongly disagree	06	12%
2	Disagree	10	20%
3	Neutral	22	44%
4	Agree	09	18%

5	Strongly agree	03	06%
	Total	50	100%

As per the table it shows that 12% hotel staffs strongly disagree that there are negative side effect on human resource mental status, 20% hotel staff disagree that there are negative side effect on human resource mental status, 44% hotel staff say it's neutral that there are negative side effect on human resource mental status, 18% hotel staff are agree that there are negative side effect on human resource mental status, 06% strongly agree that there are negative side effect on human resource mental status.

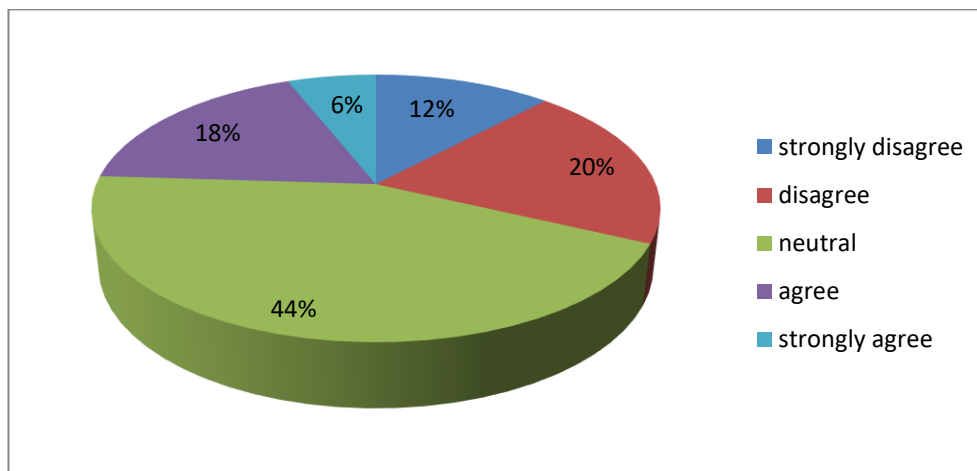


TABLE NO. 3

Effect of customer review on brand image in the hospitality industry

Sr. no	Particular	No. of sample	Percentage
1	Service	14	28%
2	Interaction of employees	11	22%
3	Standard	19	38%
4	Privacy	06	12%
	Total	50	100%

As per the table it shows that 28% say that service gets hamper due to the reviews of customer, 22% say that interaction of employees gets hamper due to the reviews of customer, 38% say that standard service gets hamper due to the reviews of customer, 12% say that privacy service gets hamper due to the reviews of customer.

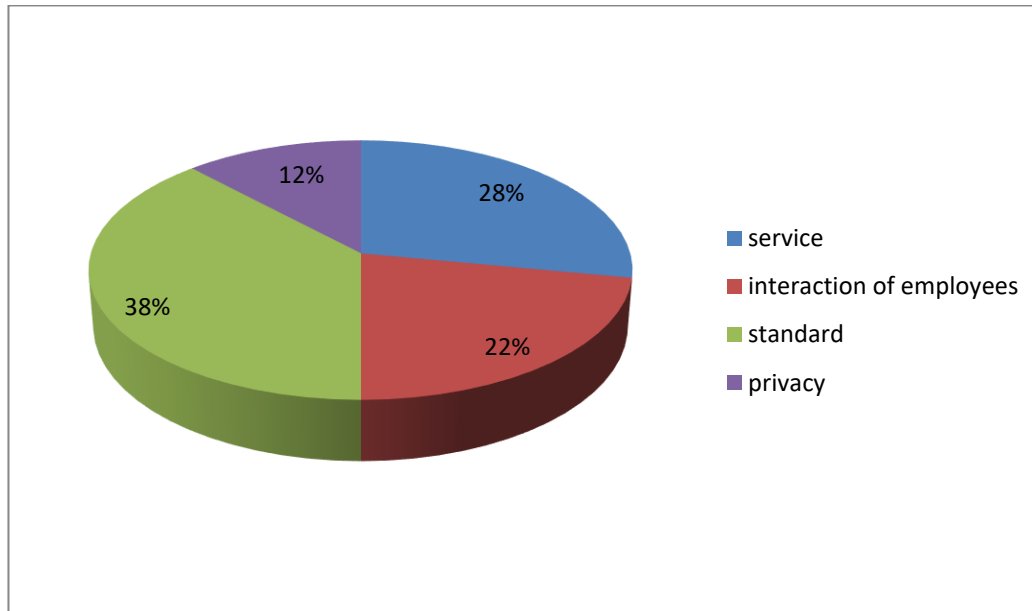


TABLE NO. 4

Harmful effect of social media on performance of hospitality industry

Sr. no	Particular	No. of sample	Percentage
1	Strongly disagree	06	12%
2	Disagree	11	22%
3	Neutral	22	44%
4	Strongly agree	05	10%
5	Agree	06	12%
	Total	50	100%

As per the table it shows that 12% hoteliers strongly disagree that social media detrimental to performance of hospitality industry, 22% hoteliers disagree that social media detrimental to performance of hospitality industry, 44% hoteliers say its neutral that social media detrimental to performance of hospitality industry, 10% hoteliers strongly agree that social media detrimental to performance of hospitality industry, 12% hoteliers agree that social media detrimental to performance of hospitality industry.

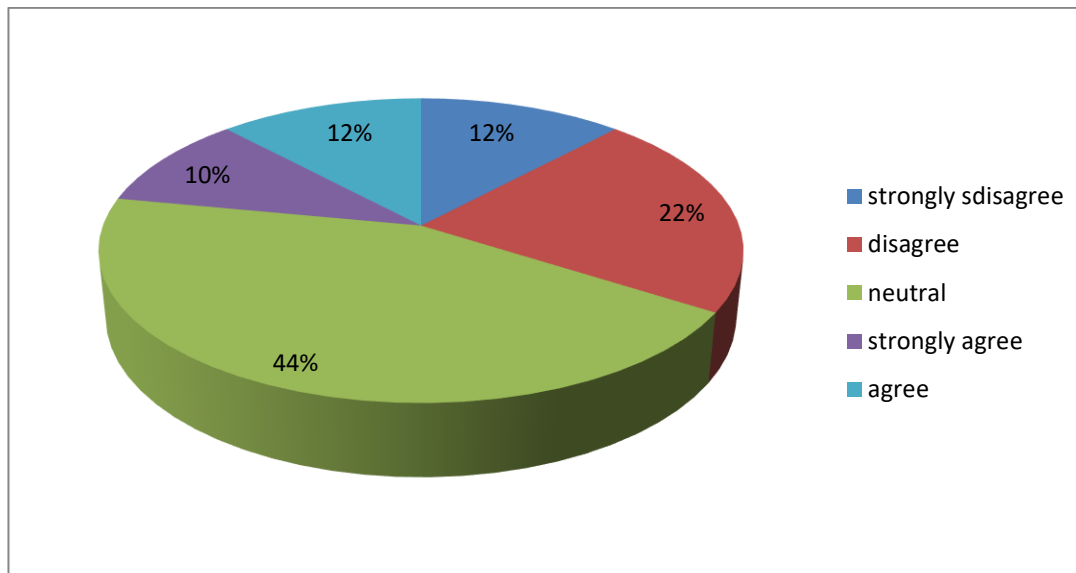


TABLE NO. 5

Most effective social websites in hospitality industry

Sr. no	Particular	No. of sample	Percentage
1	Facebook	12	24%
2	Twitter	01	02%
3	Instagram	09	18%
4	Youtube	06	12%
6	Google	22	44%
	Total	50	100%

As per the table it shows that 24% say facebook that has more negative effect on hospitality industry , 02% say twitter that has more negative effect on hospitality industry, 18% say Instagram that has more negative effect on hospitality industry ,12% say YouTube that has more negative effect on hospitality industry ,44% say Google that has more negative effect on hospitality industry.

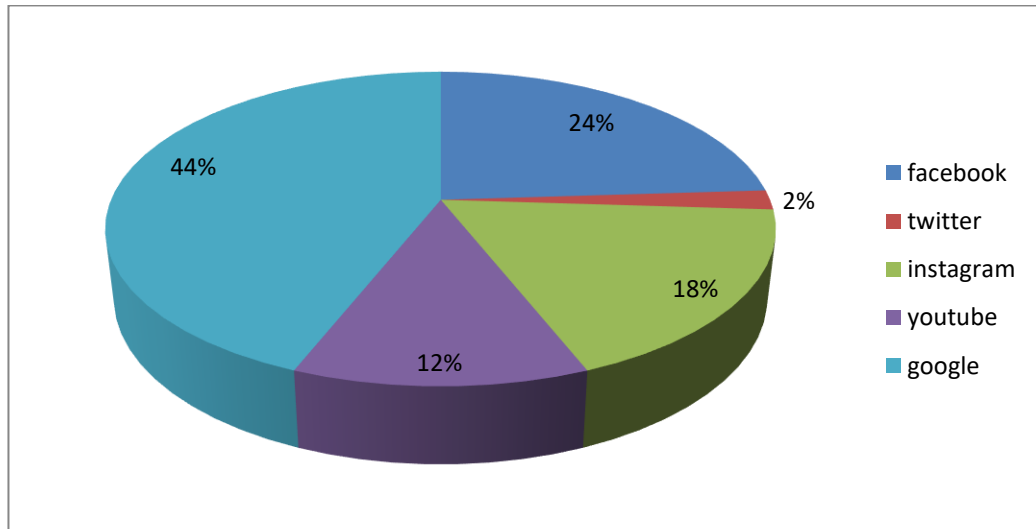


TABLE NO. 6

Social media plays a big role in promoting marketing and business

Sr. no	Particular	Count	Percentage
1	Strongly disagree	04	08%
2	Disagree	04	08%
3	Neutral	11	22%
4	Strongly agree	20	40%
5	Agree	11	22%
	Total	50	100%

As per the table it shows that 08% hoteliers are strongly disagree that Social media plays a big role in promoting marketing and business, 08% hoteliers disagree that Social media plays a big role in promoting marketing and business, 22% hoteliers are say its neutral that Social media plays a big role in promoting marketing and business, 40% hoteliers are strongly agree that Social media plays a big role in promoting marketing and business, 22% hoteliers are agree that Social media plays a big role in promoting marketing and business.

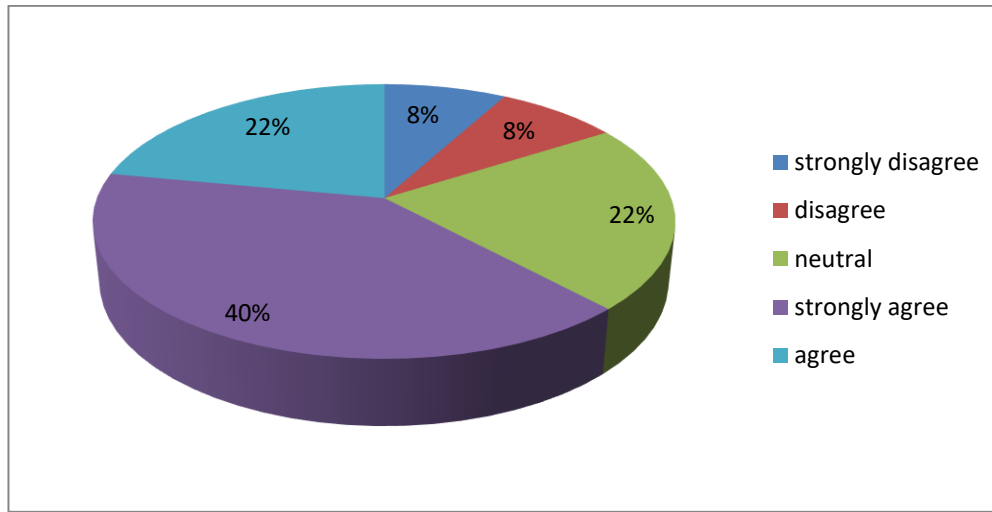


TABLE NO. 7

The fake videos hamper the progress of hospitality industry

Sr. no	Particular	No. of sample	Percentage
1	Strongly disagree	04	08%
2	Disagree	02	04%
3	Neutral	15	30%
4	Strongly agree	14	28%
5	Agree	15	30%
	Total	50	100%

As per the table it shows that 08% hoteliers are strongly disagree that fake videos hamper the progress of hospitality industry , 04% hoteliers are disagree that, 30% hoteliers are say its neutral that, fake videos hamper the progress of hospitality industry 28% hoteliers are strongly agree that fake videos hamper the progress of hospitality progress of hospitality industry, 30% hoteliers are agree fake videos hamper the that .

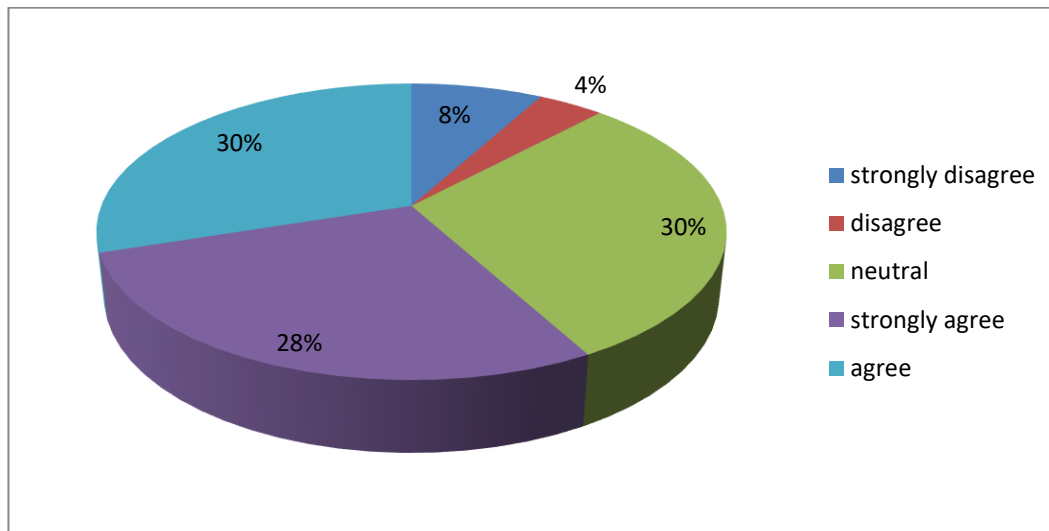


TABLE NO. 8

Effect of online booking websites on hotel business

Sr. no	Particular	No. of sample	Percentage
1	Strongly disagree	02	04%
2	Disagree	03	06%
3	Neutral	19	38%
4	Strongly agree	14	28%
5	Agree	12	24%
	Total	50	100%

As per the table it shows that 04% hoteliers are strongly disagree that online booking websites effect the business of the hotel 06% hoteliers are disagree that online booking websites effect the business of the hotel, 38% hoteliers are say its neutral that online booking websites effect the business of the hotel, 28% hoteliers are strongly agree that online booking websites effect the business of the hotel, 24% hoteliers are agree that online booking websites effect the business of the hotel.

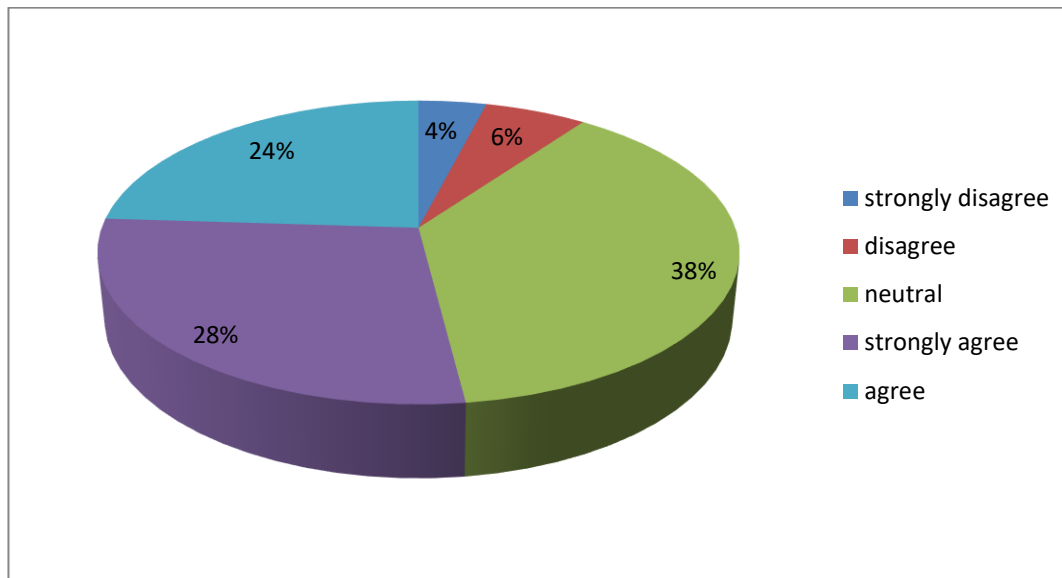


TABLE NO. 09

The income group is mostly affected by the social media

Sr. no	Particular	No. of sample	Percentage
1	Business	10	20%
2	Service	21	42%
3	Retired	07	14%
4	All of the above	12	24%
	Total	50	100%

As per the table it shows that 20% say business affected by the social media 42% say service affected by the social media 14% say retired affected by the social media, 24% say all of the above affected by the social media.

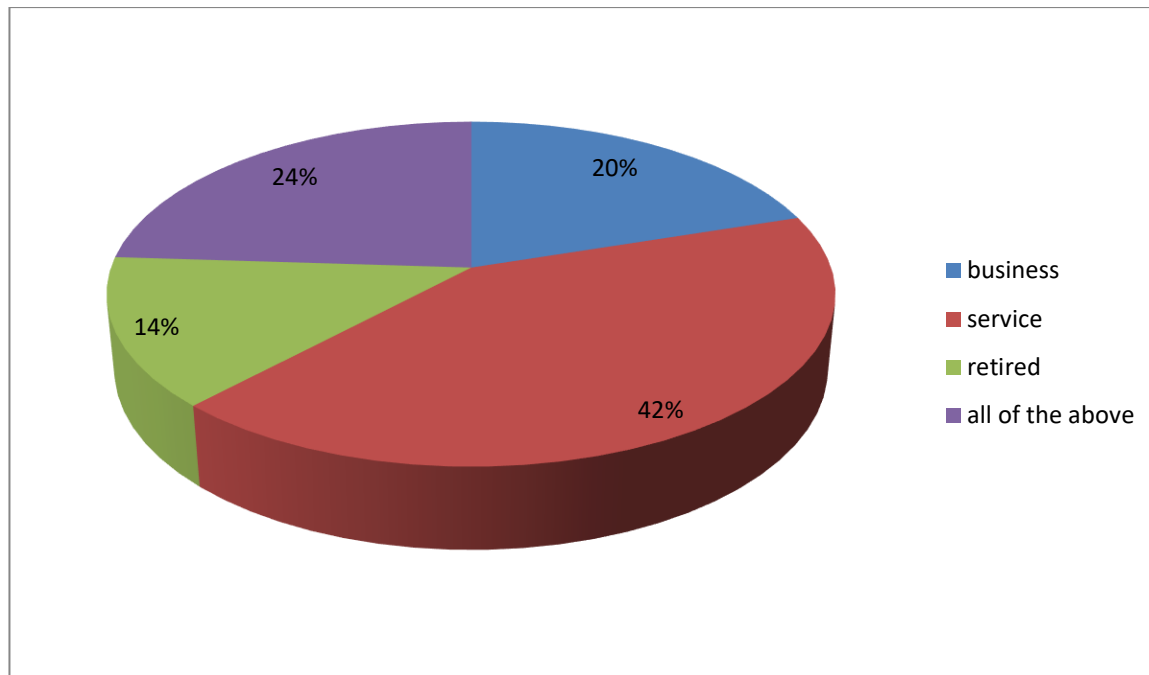


TABLE NO. 10

Kind of negative impact is there on marketing with social media reviews

Sr. no	Particular	No. of sample	Percentage
1	Negative reviews of customer	11	22%
2	Negative news	10	20%
3	Unfortunate incidence	18	36%
4	Unclear or unreliable health information	11	22%
	Total	50	100%

As per the table it shows that 22% says negative reviews of customer 20% says negative news, 36% says unfortunate incidence, 22% says unclear or unreliable health information.

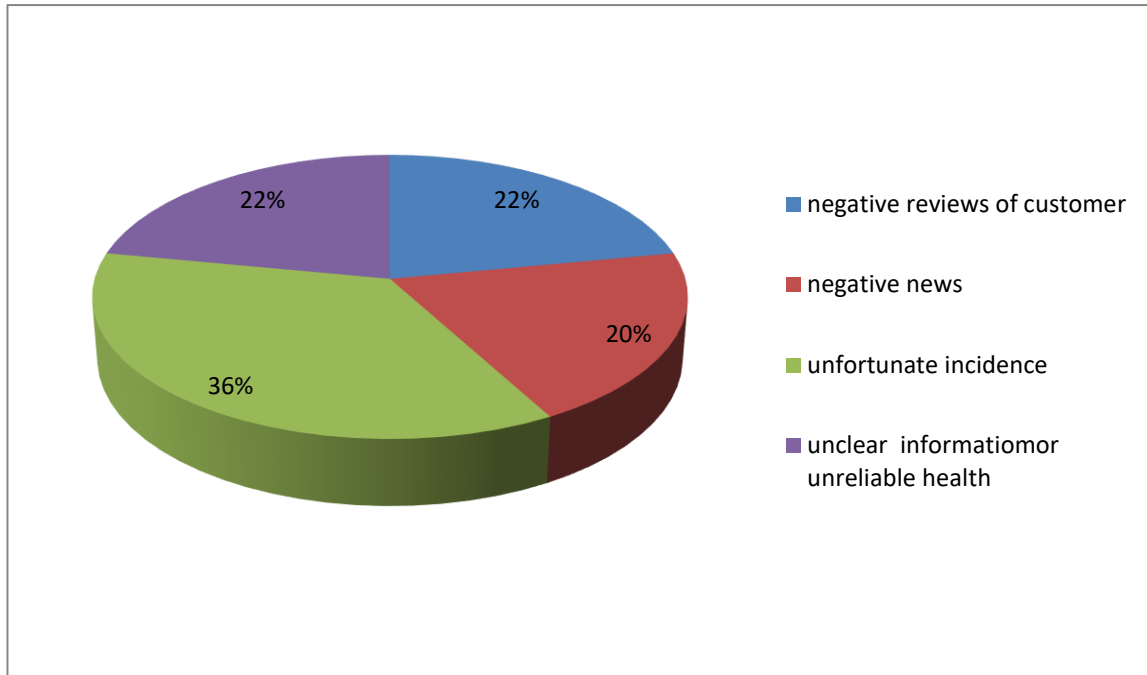


TABLE NO. 11

The social media hamper the effectiveness of the worker at work place

Sr. no	Particular	No. of sample	Percentage
1	Strongly disagree	05	10%
2	Disagree	06	12%
3	Neutral	19	38%
4	Strongly agree	09	18%
5	Agree	11	22%
	Total	50	100%

As per the table it shows that 10% hoteliers are strongly agree that social media hamper the effectiveness of the worker at work place, 12% hoteliers are disagree that social media hamper the effectiveness of the worker at work place, 38% hoteliers are say its neutral that social media hamper the effectiveness of the worker at work place, 18% hoteliers are strongly agree that social media hamper the effectiveness of the worker at work place, 22% hoteliers are agree that social media hamper the effectiveness of the worker at work place.

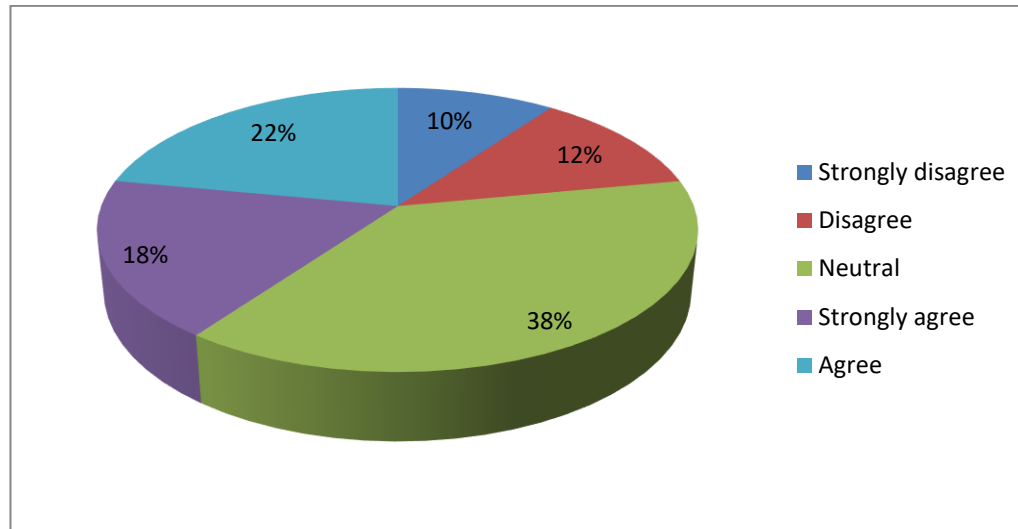
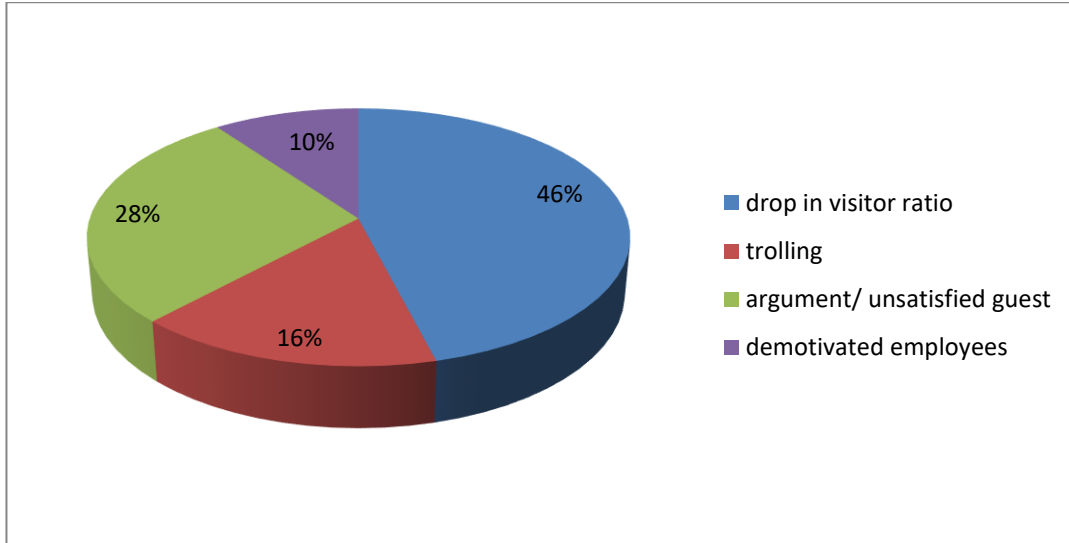


TABLE NO. 12

The long term impact of social media abuse on business

Sr. no	Particular	No. of sample	Percentage
1	Drop in visitor ratio	23	46%
2	Trolling	08	16%
3	Argument / unsatisfied guest	14	28%
4	Demotivated employees	05	10%
	Total	50	100%

As per the table it shows that 46% say drop in visitor ratio long term impact abuse on business, 16% say trolling long term impact abuse on business, 28% says argument/ unsatisfied guest long term impact abuse on business, 10% say demotivated employees long term impact abuse on business.



RESULTS AND DISCUSSION

- As per the table no.1, on the scale of 10, 5 respondent say lack of work efficiency of employees, 2 respondent say lack of presence, 2 respondent say slowdown of work, 1 respondent say behavior of employees, these are the disadvantages of social media in hospitality industry.
- As per the table no. 2, on the scale of 10, few respondents are strongly disagree, 2 respondents are disagree, 4 respondents neutral, 2 respondents agree, 5 respondents are strongly agree in negative side effect on human resource mental status.
- As per the table no.3, on the scale of 10, 3 respondent say service, 3 respondent say interaction of employees, 4 respondent standard, few respondent say privacy effect of customer review on brand image in the hospitality industry.

- As per the table no. 4, on the scale of 10, 1 respondent are strongly disagree, 3 respondent are disagree, 4 respondent are neutral, 1 respondent are strongly agree with this, 1 respondent agree the harmful effect of social media on performance of hospitality industry.
- As per the table no. 5, on the scale of 10, 2 respondent say Facebook, 2 respondent say twitter, 2 respondent say Instagram, few respondent say YouTube, 5 respondent say Google these are the most effective social websites in hospitality industry.
- As per the table no.6, on the scale of 10, 1 respondent are disagree, 1 respondent are disagree, 2 respondent are neutral, 4 respondent are strongly agree, 2 respondent are agree with this the social media plays a big role in promoting marketing and business.
- As per the table no.7, on the scale of 10, 1 respondent strongly disagree, few respondent disagree, 3 respondent are neutral, 3 respondent are strongly agree, 3 respondent are agree with this the fake videos hamper the progress of hospitality industry.
- As per the table no. 8, on the scale of 10, few respondent are strongly disagree, 1 respondent disagree, 4 respondent neutral, 3 respondent are strongly agree, 2 respondent agree with the online booking websites effect the business of the hotel.
- As per the table no. 9, on the scale of 10, 2 respondent feel business, 4 respondent feel service, 2 respondent feel retired, 2 respondent say all income group is affected by the social media.
- As per the table no.10, on the scale of 10, 2 respondent say negative reviews of customer, 2 respondent say negative news, 4 respondent say unfortunate incidence, 2 respondent say unclear or unreliable health information this kind of negative impacts there on marketing with social media reviews.

- As per the table no.11, on the scale of 10, 1 respondent are strongly disagree with, 1 respondent disagree, 4 respondent neutral, 2 respondent are strongly agree, 2 respondent are agree the social media hampers the efficiency of the employee at work place.
- As per the table no. 12, on the scale of 10, 5 respondent say mostly drop in visitor ratio, 2 respondent say trolling to the employees, 3 respondent say argument or may be unsatisfied guest, few respondent say demotivated employees these are the long term impact of social media abuse on business.

SUMMARY & CONCLUSION

Summary & Conclusion

All kinds of media have both negative and positive impacts the balance is a key to effective usage of media the biggest disadvantages of social media is it distractive an employee who gets involve in social media usage during the working hours will certainly have an effect on his efficiency. It is a proven facts that social media has an effect on human mentality but balanced approach will have a better effect. On the other hand the customer may or may not use the social media to greed or brand a hotel and its services websites like trip advisor, Facebook, twitter, or even Instagram can have a direct impacts on the review of the customer looking for the hotels. There are some hampering incidence like fake reviews or disagreement with online booking portals that can lead to fall in the rating of a property.

Today's society which is so well connected throughout the day checks and rechecks the rating of the hotel or it services time and again view and reviews, any negative review or an unfortunate incidence can cause the lasting effect on the customer mite unhealthy remarks and trolling may also leave a bad impact on the future customer feedback forms or online reviews can also lead to negatively such releases should be managed and handled well but should not be ignored genuine feedbacks should be worked on and improved from time to time.

SUGGESTIONS & RECOMMENDATION

Suggestions and recommendation

- Customers need to be createawareness of false reviews put up by companies.
- Social networking sites allow everyone and anyone to write their opinions and post it online, so do not take it personally.
- Create positive experiences for customer from time to time.
- The wide connection of social networking is a good way to spread information around the world, use it to your advantage.
- Positive review can beneficial for customers or employees, use them to create more faith in your employees.
- Create a brand higher, so that it doesn't get affected by small remarks.

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ANNEXURE

QUESTIONNAIRE

TOPIC: NEGATIVE IMPACTS OF SOCIAL MEDIA ON THE PERFORMANCE OF HOSPITALITY ORGANISATION.

1. What do you see is disadvantage of social media in hospitality industry?

- ☐ Lack in work efficiency of employees
- ☐ Lack of presence
- ☐ Slowdown of work flow
- ☐ Impact on behavior of employees

2. Is there any negative side effect on human resource mental status?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Strongly agree
- ☐ Agree

3. What effect customer review on brand image in the hospitality industry?

- ☐ Service
- ☐ Interaction of employees
- ☐ Standard
- ☐ privacy

4. Is social media detrimental to performance of hospitality organization?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Strongly agree

- ☐ Agree

5. Which website has more negative effect on hospitality organization?

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Youtube
- ☐ Google

6. Social media plays a big role in promoting marketing and business.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Strongly agree
- ☐ Agree

7. Do the fake videos hamper the progress of hospitality industry?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Strongly agree
- ☐ Agree

8. Do the online booking websites affect the business of the hotel?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Strongly agree
- ☐ Agree

9. Which of the income group is mostly affected by the social media?

- ☐ Business
- ☐ Service
- ☐ Retired
- ☐ All of the above

10. What kind of negative impact is there on marketing with social media reviews?

- ☐ Negative reviews of customer
- ☐ Negative news
- ☐ Unfortunate incidence
- ☐ Unclear or unreliable health information

11. Do the social media hamper the effectiveness of the worker at work place?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Strongly agree
- ☐ Agree

12. What is the long term impact of social media abuse on business?

- ☐ Drop in visitor ratio
- ☐ Trolling
- ☐ Argument/ unsatisfied guest
- ☐ Demotivated employees