

THE EFFECTS OF SOCIAL MEDIA NETWORKS IN THE HOSPITALITY INDUSTRY

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ABSTRACT

Social networks offer media technologies that can facilitate online functionality and monitoring perspectives. The data gathered can be used to develop their services for customer satisfaction. The hospitality industry can use social media to engage guests in dialogue and recognize their needs. Through networking sites there can be an interaction with guests before, during, and after their stay. The social media tools if used effectively will lead a business to build a long-term strategic business asset. Social media is beyond achieving ROI. The purpose of this study is to evaluate the effects of social media in the hospitality industry.