Effectiveness of Social Media in Promotion: Case Study of Three Stars Hotels in Great Cairo

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ABSTRACT

The benefits and characteristics of utilizing social media for the hotel industry have been demonstrated to be essential for both major hotel companies and smaller hotel businesses. The aim of this research is to measure the Effectiveness of social media in Promotion: Case Study of Three Stars Hotels in Great Cairo. A comprehensive survey was conducted of 120 small hotels (3-star hotels -according to Egyptian Hotel Association, 2021) managers, front office managers and reception employees in Greater Cairo, and 110 questionnaires were retrieved, including 10 invalid questionnaires, bringing the number of questionnaires that can be statistically analyzed to 100 samples. A Likert scale with five points was employed to assess participants' attitudes towards research variables. Analysis of the data collected was performed utilizing SPSS (23). The main result of the research is that there was significant impact of social media on Promotion three stars hotels. The research recommended that three-star hotels should pay attention to promotion through social media.

1. Introduction

In recent years, the characteristics of websites have shifted towards being more participatory, interactive, and user-centric due to the development of new Internet applications. Social media is described by Merriam-Webster as a type of electronic communication where users can create virtual communities to exchange information, thoughts, private messages, and various content." (Webster, 2012).

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The latest social media platforms, known as Web 2.0 technologies, have gained immense popularity online and are expected to be the future of marketing channels (McHaney, 2023). A study conducted by Madden and Zickuhr (2011) found that 65% of American adults who use the Internet (equivalent to 50% of all American adults) are currently using social networking sites, which is more than twice the percentage recorded in 2008 (29%), with 43% of online adults using social networking sites on a daily basis. Social media consists of social networking sites, blogs, content communities, forums/bulletin boards, and interactive applications (Alarcó-del-Amo et al., 2011; Constantinides & Fountain, 2008). Facebook and Twitter were identified as the top two most popular social media sites based on website traffic among several others (Macarthy, 2021).

According to a study conducted in 2018, U.S. companies often favored using social media platforms to engage with their customers or potential clients over Google. Seventy percent (70%) of businesses utilize Facebook, with 46% using Twitter, 37% on LinkedIn, and 25% on YouTube. According to research from Stelzner (2011), Facebook and Twitter have been the most popular social media platforms among marketers for the last two years.

Approximately 75% of hotels in the hotel industry have employed social media for marketing aims (Kim & Chae, 2018). Facebook and Twitter were identified as the top two beneficial social media platforms for marketing within the hospitality sector (Aydin, 2020).

With the increasing number of hotels adapting social media into their integrated marketing strategies, the focus on its effectiveness is growing. While social media is believed to enhance marketing strategies, there is little quantitative evidence to back up this assertion (Kitchen, 2017).

Jacobson's (2020) yearly industry report highlights the ongoing importance for marketers to delve into how to gauge the marketing impact of social media. Nevertheless, only a small number of research studies have investigated the efficacy of social media advertising in academia (Mabry & Porter, 2010). In the field of advertising research, a major focus has been to comprehend how advertising impacts consumer behavior, resulting in the development of various theories to analyze advertising effectiveness (Calder et al., 2016).

The problem of the current study lies in the lack of exploitation of social networking sites as an important means of hotel promotion due to its great customer interaction. The study aims to explore the Effectiveness of social media in Promotion.

1.1 Research Problem

Kalashnikova and Khanakhok (2019) suggest that the hotel industry can benefit from using social networks due to the advantages and traits linked to this practice. It is essential to improve the use of social media for hotel business activities like promoting hotel services and facilities (Dieguez et al., 2022).

Social media platforms can positively influence hotels' marketing tactics with different networked engagements (Diffley & McCole, 2019) This also includes building stronger relationships and collaborating with customers to improve the company's marketing products and advertising initiatives (Sanchez-Casado et al., 2019). The theoretical perspectives above elucidate the issue of the study due to its underutilization in Egyptian hotels. The study conducted a pilot study by distributing 50 questionnaires, with 30 returned, to identify the issue of "customer interactions with three-star hotels in Egypt" as a key variable for the research.

2. Literature Review

2.1 Social media

Social media is important to the tourism and hospitality industries because it has changed how travelers look for, generate, and share information on travel-related products online as well as how they choose hotels. However, the use of and influence of social media on travelers' decision-making processes for hotels is still unclear at this time (Liu et al., 2019). As well as Kapoor et al., (2021) reported that social networking is mostly used for relationship maintenance and communication. After many countries obtained access to the Internet, the rise in Internet use began having an impact on the economy and social life at the turn of the 20th.

2.2 Social Media Marketing

Moreno et al (2018) makes the case that engagement with customers should be a top priority for businesses using social media. A form of social media known as social networking enables users of the Internet to connect with others and generate content. Initially intended for fun, social networking sites have changed how people interact with one another, particularly in the hospitality and tourism sectors, as the usage of the Internet and information communication technology has increased (Varkaris & Neuhofer, 2017).

Social media marketing is the process of promoting companies or websites through social media channels. It is a potent marketing tool that is changing the way people communicate, and it is one of the comparatively inexpensive promotional strategies that brings in a ton of traffic and links for businesses (Liu et al., 2019).

With just a swipe of the screen or click of the mouse, a person may view what is occurring across the world. The tourist business can take advantage of this fantastic opportunity by using social networking sites to draw customers with images and videos of magnificent scenery (Yadav & Roychoudhury, 2019). Hotels are working to engage more in social media in terms of personnel and time since currently for them it is not an extremely high investment. Hospitality and tourism sectors that participate in social networking sites frequently have to keep active online in order to not lose out on posts (Jin et al., 2019).

Another study (Alalwan et al., 2017) sought to demonstrate how the inclusion of photos and video on a website might enhance marketing. Public relations, aesthetics, personalization, dependability, human virtual contact, and adaptability were the six variables they used to examine these. They discovered that developing a website that has the aforementioned features can encourage consumers to shop online and boost their satisfaction with their purchase by looking at electronic tourism, innovation.

2.3 The Essentials of a Successful Social Media Marketing Strategy

Every business will have a unique social media marketing strategy for success, but here are the things they will all have in common:

Understanding your audience: Their preferred platforms, usage times, interests in content, other accounts they follow, and more (Alhabash & Ma, 2017).

Brand identity:

What is the intended message that businesses want to communicate to the audience? What emotions do you want them to experience while seeing the content (Scott, 2022).

Content strategy:

Even though social media allows for some spontaneity, a well-planned content strategy is necessary to maintain a consistent brand voice and regularly create high-quality content (Casey, 2022).

Analytics:

Measurable data will guide business strategy, such as the target audience, appropriate content to distribute, optimal times for posting, and additional aspects (Chaffey & Smith, 2022).

Regular activity:

Social media functions as a platform in real-time. To grow their business using social media, businesses must post regularly, interact with their audience, engage back, keep up with trends, and maintain accurate profiles (Luttrell, 2018).

Inbound approach:

Business should not use social media to pitch business but focus on adding value through useful and interesting content and building up those around business. This, in turn, will promote business and others will promote it for business (Chaffey & Smith, 2022).

Social Media as a Promotion Mix Component:

Most people view social media as an addition to the promotion mix. The basic property of social media, according to (Casado et al., 2020), is that it exponentially expands the number of one, allowing one individual to independently generate either widespread excitement or negative buzz without the use of pricey traditional marketing channels.

According to Guillet et al., 2020 Contrast this with traditional marketing, where, in accordance with, the components of the promotional mix are coordinated to develop a communication strategy and the organization, in collaboration with its paid agents, determines the content, frequency, timing, and medium of communications (advertising agencies, marketing research firms, and public relations consultants).

They continue by stating that social media is considered to be a hybrid component of the promotion mix because it combines traits of conventional communication tools, in which businesses speak with customers, with a greatly amplified version of word-of-mouth in which customers converse with one another (Yang et al., 2018). As a source of product information, social media is better regarded than commercials.

Alalwan et al., (2017) provides evidence for this claim, asserting that social media is viewed by consumers as a more reliable source of information about goods and services than corporate-sponsored communications disseminated through the conventional aspects of the promotion mix .

According to Jin et al., (2019) the traditional promotion mix still plays a role in the new paradigm because information about goods and services also comes from the market and is based on user experiences. However, they issue a warning that marketing managers have no control over the information that consumers generate and transmit, including its frequency and content. In the age of social media, their ability to control the information's timing, frequency, and content is seriously compromised.

3. Methodology

This research utilized a quantitative method. Data was gathered using a questionnaire that was

considered suitable for the exploration nature of the study.

The research adopted the quantitative approach in its empirical analysis. A questionnaire used as the instrument for collecting data from a sample of small hotels (3-star hotels -according to Egyptian Hotel Association, 2021) managers, front office managers and reception employees in Greater Cairo.

Sample consists of 120 hotel (3-star hotels EHA, 2022) managers, front office managers and reception employees in Greater Cairo, researcher distributed 120 questionnaire, 110 questionnaires were retrieved, including 10 invalid questionnaires, bringing the number of questionnaires that can be statistically analyzed to 100 samples .

The researcher conducted a pilot study by distributing 50 questionnaires, of which 30 questionnaires were returned to gain the estimated variance value of the population, the researcher relied on customers deal with three stars hotel in Egypt variable as one of the most important variables of the study. The reliability of the questionnaire was calculated using the stability coefficient (Alpha-Cronbach) for the estimated reliability values, by applying it to a sample of (100) vocabulary of hotel managers in great Cairo from the study community. The reliability coefficient was (0.832), which is an appropriate level for statistical reliability.

Values of all variables of the study exceed 0.79 supporting sufficient measurement reliability suggested by Hair et al. (2010), thereby the study measurements were acceptable and dependable.

The researcher also conducted a personal interview with managers of three-star hotels and department managers. This interview was conducted with (32) managers, during which the question was asked about the extent to which three-star hotels use marketing through social media sites, and the importance of using social media in marketing hotels. What are the benefits of using social media in marketing three-star hotels and also asked about the obstacles to using social media sites in marketing three-star hotels.

4. Hypotheses

- H1: There are not statistically significant differences in the level of using Facebook, WhatsApp, and Instagram to promote hotel services according to the respondents' job.
- H2: There is not a statistically significant difference in the level of using Facebook, WhatsApp, and Instagram to promote hotel services according to Hotel's Website
- H3: There is not a statistically significant difference in the level of using Facebook, WhatsApp, and Instagram to promote hotel services according to the Hotel's Strategic Plan.
- H4: There are not statistically significant differences in the level of using Facebook, WhatsApp, and Instagram to promote hotel services according to the duration of social media account.

5. Results and Discussion

Questionnaire Descriptive analysis

Table (1): Respondents demographic data

No.	Job	Frequency	%
1	Hotel Manager	76	76
3	Front Office Manager	14	14
2	Receptionist	10	10
-	Total	100	100

No.	Gender	Frequency	%
1	Male	94	94
2	Female	6	6
-	Total	100	100
No.	Educational level	Frequency	%
1	Intermediate Education	3	3
2	University degree	79	79
3	. Postgraduate	8	8
-	Total	100	100

This table (1) shows the Respondents' demographic data.

Table (3): Social Media Accounts

No.	Social Media Accounts	Frequency		Percent	
		Yes	**No**	**Yes**	No
1	Facebook	100	0	100	0
2	Instagram	90	10	90	10
3	WhatsApp	94	6	94	6
4	Twitter	17	83	17	83
5	Telegram	10	90	10	90
6	Snapchat	20	80	20	80
7	TikTok	4	96	4	96
8	LinkedIn	0	100	0	100

Table (3) presented the personal accounts of social networking sites that found that 100% of the hotels managers in the study sample have personal accounts on Facebook, 94% of WhatsApp, 90% of Instagram, 20% of Snapchat, 17% of Twitter, 10% of Telegram, and 4 % Tik Tok. This table also indicated that the hotel managers under study do not have any account on LinkedIn. The most widely used personal account is Facebook because most of the samples through which the questionnaire was answered were hotel managers who are elderly and do not have personal accounts on social media or other social media channels, which with agree Leung & Baloglu(2015).

Table (5): Reasons Not to Use Social Networking Sites

No.	Reasons for Not to Use Social Networking Sites	Frequency	%
1	Lack of Knowledge	14	14
3	No Necessity to Use	13	13
2	You Don't Have Time to Share	0	0
4	Other Reasons	0	0
2	Missing Data	73	73
	Total	100	100

Table (5) presented the reasons why hotels do not use social networking sites. According to the available data, about 14% are due to a lack of knowledge about these sites, and 13% are due to the

lack of necessity to use them from their point of view. Which indicates that the main reasons for not using social media are lack of knowledge because there is no specialized marketing official in these hotels and the lack of marketing plans because they rely in marketing on personal knowledge and traditional methods, which agree with Iacovou, (2016).

Table (6): Make Use of Social Media in Your Daily Work

No.	Reasons Not to Use Social Networking Sites	Frequency	%
	I do not need it in my work	71	71
1	Use It Regularly	6	6
3	Use It When Absolutely Necessary	23	23
	Total	100	100

This table (6) indicated the use of social networking sites by the study sample hotels in their daily work. It was found that about 71% of the study sample hotels do not need it in my work, while about 6% use them regularly and 23% Use it when absolutely necessary.

Table (7): Usage Duration of Social Networking Sites

No.	Usage Duration of Social Networking Sites	Frequency	%
1	Less than 1 yea	67	67
3	Between 1 and 2 years	31	31
2	More than two years	2	2
	Total	100	100

Table (7) showed the duration of using social networking sites, about 67% of the participants indicated that they had an account on social networking sites for a Less than 1 year, while 31% Between 1 and 2% More than two years. Based on the foregoing, most of the participants in this study had an account on social networking sites from a noticeably brief period of time.

Table (8): Evaluation of the Extent to Which Social Media Is Used in theWorkplace:

No.	Usage Evaluation of Social Media	Frequency	%
1	Excellent	4	4
3	Good	10	10
2	Average	73	73
4	Poor	13	13
	Total	100	100

Table (8) showed an assessment of the level of use of social networking sites in the work environment, as it was found that about 73% of the participants use social networking sites in an average manner, while 13% are weak, 10% are good, and 4% are excellent. The previous percentages shown in the table indicate that they do not need social media sites for marketing except, when necessary, which does not agree with Khanom, (2023) **Table (9) Level of Using social media in Marketing Hotel Services**

No.	Social Media Tools	Mean	Standard Deviation	Coefficient of Variance %	Level
3	Facebook	3.53	0.973	27.56	High
2	YouTube	1.00	0.000	0	Very Low
1	WhatsApp	1.93	1.143	59.22	Low
2	Messenger	1.87	1.106	59.14	Low
3	Instagram	1.20	0.805	67.08	Very Low
4	QQ	1.00	0.000	0	Very Low
5	Douyin/TikTok	1.00	0.000	0	Very Low
6	Twitter	1.03	0.183	17.77	Very Low
7	LinkedIn	1.00	0.000	0	Very Low
31	Skype	1.00	0.000	0	Very Low
33	Snapchat	1.13	0.730	64.60	Very Low
32	Viber	1.00	0.000	0	Very Low
31	Telegram	1.00	0.000	0	Very Low

Table (9) presented the level of use of social networking sites in marketing hotel services according to each account of the social networking accounts. The use of Facebook was high by the participants, and this goes at the same line with what was mentioned by Choi et al. (2016), as the average was estimated at about 3.53. However, the coefficient of difference in the level of the arithmetic mean was about 27.56%, and this percentage is considered high and unacceptable due to the high percentage of variation in the arithmetic mean, which reflects that the arithmetic mean of the level of Facebook use is not true. While the use of WhatsApp and Facebook Messenger came at a low level, the use of the rest of the social media accounts came at an exceptionally low level. In the previous table, it is clear that Facebook is the most used, as it occupies first place in percentages, as they use it as an extension of their personal accounts and not as a main tool to promote hotel services. As for the rest of the applications, they do not use them as much as Facebook, which indicates their lack of knowledge of the Internet, its applications, and social networking sites.

Table (10): Target Market Segments

No.	Target Market Segments	Frequency	%
1	All Clients	100	100
3	Local Clients (Corporations)	0	0
2	Local Clients (Individuals)	0	0
4	International Clients	0	0
2	Youth	0	0
7	Other (Please Mention)	0	0
	Total	100	100

Table (10) indicated the target market segments, as it was found that 100% of the participants were all customers.

Table (11): The Effect of Promoting the Hotel on Social Networking Sites

No.	The Effect of Promoting the Hotel on Social NetworkingSites	Frequency	%
1	Yes	10	10
3	No	90	90
2	Total	100	100

Table (11) showed the effect of promoting the hotel on social networking sites in persuading customers to buy services and increase the percentage of reservations. It was found that about 90% of the agreed participants that social networking sites do not affect persuading customers to buy services and increase the percentage of reservations, while 10% acknowledged that they do. which does not agree with Ladhari and Michaud, (2015). This is because they do not make a systematic marketing plan to display the hotel's services through social media sites, and they do not use social media sites to market the hotel, and therefore there is no effect or increase in reservations through social media sites.

Table (12): Social Media Advantage

No.	Social Media Advantage	Frequency	%
1	Yes	100	100
3	No	0	0
2	Total	100	100

Table (12) showed the extent to which there is a commercial advantage to using social media to promote hotels, as it was found that 100% of the participants agree that there are many commercial advantages of using social media to promote hotels such as increasing hotel bookings. which disagree with Li, (2021).

Table (13): The extent of having a Strategic Marketing Plan

No.	Strategic Marketing Plan	Frequency	%
1	Yes	13	13
3	No	87	87
2	Total	100	100

Table (13) indicated the extent to which there is a strategic plan for marketing hotel services through social networking sites, as it was found that 87% of the participants acknowledged the lack of a strategic plan, while 13% acknowledged the existence of a strategic plan in the hotel, although that Michopoulou & Moisa,(2019) observed the important of having Strategic Marketing Plan. This is due to the lack of a specialized team and department responsible for marketing hotel services on social media sites, and the person who does this is mostly the hotel manager or the reception department.

Table (14): Using Social Networking Sites for Promotional Purposes

No.	Using Social Networking Sites for Promotional Purposes	Frequency	%
1	Very often	3	٣
3	Often	16	16
2	Indifferent	65	65
4	Rarely	13	13

2	Never	3	3
	Total	100	100

Table (14) indicated the extent to which social networking sites on the Internet are used for promotional purposes. It was found that 65% believe that social networking sites are used sometimes, while 16% often, 13% rarely, 3 % never, and 3% very much. This table also shows a low level of utilization of social networking sites on the Internet for promotional purposes. Because their total reliance on reservations is through personal acquaintances, travel agencies, and transit clients which agree with (Infante & Mardikaningsih, 2022).

Table (15): Does the hotel have a specialized department to manage marketing and promotion through social media?

No.	A Specialized Department to Manage Marketing and Promotion Through social media	Frequency	%
1	Yes	4	4
3	No	96	96
2	Total	100	100

It is clear from table (15), that about 96% of the hotels in the study sample do not have a specialized department to manage marketing and promotion through social media, while 4% own a specialized department for e-marketing. Because the managers in these hotels mostly conduct the marketing work due to the small size of the hotel, the number of rooms, and the managers' desire to reduce the cost which they agree with (Tuten, 2023).

Table (16): There Is an Official to Design Messages and Promote the Hotel on Social Media

No.	Promotional Design Officer	Frequency	%
1	Yes	7	7
3	No	93	93
2	Total	100	100

It is clear from table (16), that about 93% of the hotels in the study sample do not have an official for designing messages and promoting the hotel on social networking sites, while 7% have an official for designing everything related to promoting the hotel on social networking sites.

Table (17): The Feasibility of promoting Hotel services through social media applications.

No.	The Feasibility of Converting the Hotel into an Online Hotel	Frequency	%
3	Very Important	83	83
2	Important	14	14
1	Important in a way	0	0
2	Not important	0	0
3	Indifferent	3	3
	Total	100	100

It can be seen from table (17), that about 83% of the participants acknowledge that there is a very important feasibility of converting the hotel into an online hotel according to the concept of modern electronic transformation, while 14% acknowledge that there is a feasibility at an important, which agree with Verevka, (2019). Although they do not use the method through social media, they

acknowledged the necessity of promoting hotel services through social media applications.

Table (18): Does your use of social media include customer relationship management by incorporating engaging and dynamic content for your customers?

No.	Does your use of social media include CRM by incorporating engaging and dynamic content for your customers?	Frequency	%
1	Yes	4	4
3	No	96	96
2	Total	100	100

It is clear from table (18), that about 96% of the hotels in the study sample do not have customer relationship management by integrating attractive and dynamic content for your customers on social media, while 4% have a specialized department for electronic marketing. Because they use traditional means of marketing and do not have a website for the hotel which does not agree with Lamrhari et al., (2022).

Table (19): The Level of Using Measurement Tools for the Extent to Which Social Media Is Used to Achieve Goals

No.	Media communication	Mean	Standard Deviation	Coefficient of Variance	Level
1	Visit Counters	1.23	0.774	62.93	Very Low
3	Customer Surveys	1.17	0.592	50.59	Very Low
2	Number Of Fans/Friends	1.40	0.932	66.57	Very Low
4	The Number **of** People Who Did Not Like **the** Site	1.33	1.884	66.47	Very Low

It is clear from table (19), the sharp decline in the level of use of measurement tools that determine the extent to which social media is used to achieve goals in the hotel. The average for these tools is estimated as follows; Visits (1.23), customer surveys (1.17), fans/friends (1.40), and dislikes (1.33). The level of use of measurement tools is extremely low because they do not use social media to promote and market hotel services and achieve their goals.

Table (20): Do hotels conduct Customer Satisfaction Surveys on social media?

No.	Do You Do Customer Satisfaction Surveys on social media	Frequency	%
1	Yes	0	0
3	No	100	100
2	Total	100	100

Table (20) shows that about 100% of the participants use social networking sites to conduct customer satisfaction surveys.

Table (22): The Level of Problems You Face When Marketing on Social Media

No.	Problems	Mean	Standard Deviation	Coefficient of Variance	Level

1	There is a high chance that the distinction between professional and personal behaviors may become unclear. A lot of individuals use social media platforms while working as an extension of their personal lives.	2.93	1.143	39.01	Neutral
2	Workers transmitting confidential or disparaging content via email	3.00	0.983	32.77	Neutral
3	It is projected that the privacy issues will not allow easy access to consumer confidential data	4.03	1.033	25.63	High
4	Social media marketing may need to be spent a lot in terms of resources like time.	4.57	1.040	22.76	Very High
5	There is a potential danger of someone sharing inaccurate information on a network, such as by overemphasizing the qualities of a product. Some content on certain social media platforms may not accurately be the actual product.	4.80	0.610	12.71	Very High
6	The information shared in these networks could be crucial for the product, but companies have minimal influence over what users post on their social network.	4.67	0.922	19.74	Very High
7	Although it may be easy to use social media, it requires a considerable number of resources to set up a presence, generate engaging content, engage in discussions, and oversee and maintain the presence.	4.67	0.922	19.74	Very High

This table (22) shows the level of problems that you face when marketing on social media, as it was found that the most important problems are data privacy (4.03), high costs (4.57), exaggeration in describing the product or service (4.80), and lack of control over customer posts in their social platforms (4.67), and difficulty creating interesting content in social media (4.67).

Table (23): The level of using social media in marketing hotel services according to the job.

No.	The Level of Using Social Media	Job	MeanRank	Kruskal-Wallis H	Sig.
3	Facebook	Hotel Manager	16.89	3.021	0.221
		Front Office Manager	9.75		
		Receptionist	12.50		
2	WhatsApp	Hotel Manager	14.72	5.708	0.058

No.			MeanRank		Sig.
		Front Office Manager	12.38		
		Receptionist	25.67		
1	Facebook Messenger	Hotel Manager	14.78	4.662	0.097
		Front Office Manager	12.88		
		Receptionist	24.50		
2	Instagram	Hotel Manager	15.17	3.485	0.175
		Front Office Manager	14.50		
		Receptionist	19.33		
3	Twitter	Hotel Manager	15.65	0.304	0.859
		Front Office Manager	15.00		
		Receptionist	15.00		
4	Snapchat	Hotel Manager	15.65	0.304	0.859
		Front Office Manager	15		
		Receptionist	15		

table (23): shows the level of using social media in marketing hotel services according to the job, as there are no statistically significant differences in the level of using social media according to the job factor.

Table (24): The Level of Using Social Media in Marketing Hotel Services According to the Hotel's Website

No.	The Level of Using social media	Hotel's Website	MeanRank	Mann-WhitneyTest	Sig.
1	Facebook	Yes	21.33	37.0000	0.052
		No	14.04		
3	WhatsApp	Yes	18.42	54.500	0.317
		No	14.77		
2	Facebook Messenger	Yes	17.33	61.000	0.519
		No	15.04		
4	Instagram	Yes	14.50	66.000	0.472
		No	15.75		
2	Twitter	Yes	15.00	69.000	0.617
		No	15.63		
7	Snapchat	Yes	15.00	69.000	0.617

		No	12.72		

This table (24): shows the level of using social media in marketing hotel services according to the presence of a hotel website, as there are no statistically significant differences in the level of using soc.

Table (25): The Level of Using Social Media in Marketing Hotel Services According to the Hotel's Strategic Plan

No.	The Level of Using Social Media	Hotel's Strategic Plan	MeanRank	Mann-WhitneyTest	Sig.
1	Facebook	Yes	19.50	36.000	0.295
		No	14.88		
3	WhatsApp	Yes	26.75	7.000	0.002
		No	13.77		
2	Facebook Messenger	Yes	25.88	10.500	0.004
		No	13.90		
4	Instagram	Yes	22.00	26.000	0.000
		No	14.50		
2	Twitter	Yes	18.75	39.000	0.011
		No	15.00		
7	Snapchat	Yes	18.75	39.000	0.011
		No	15.00		

This table (25) shows the level of using social media in marketing hotel services according to the extent to which there is a strategic plan for the hotel, as there are statistically significant differences in the level of using social media according to the extent to which there is a strategic plan for the hotel with respect to the WhatsApp, Messenger, Instagram, Twitter and Snapchat platforms; while there are no statistically significant differences for the Facebook platform.

Table (26): The Level of Using Social Media in Marketing Hotel ServicesAccording to For the Duration of Use.

No.	The Level ofUsing Social Media	The Duration Of Use	MeanRank	Kruskal-Wallis H	Sig.
1	Facebook	From 1 to 3Months	16.50	5.569	0.062
		More than 3 to 6 months	17.70		
		More than 6 to 12 months	8.50		
2	WhatsApp	From 1 to 3 Months	24.56	16.605	0.000
		More than 3 to 6 months	11.83		
		More than 6 to 12 Months	11.08		
3	Facebook Messenger	From 1 to 3 Months	23.39	13.251	0.001
		More than 3 to 6 months	12.33		

		More than 6 to 12 Months	11.58		
4	Instagram	From 1 to 3 Months	17.83	0,089	٠,٠٠٠
		More than 3 to 6 months	14.50		
		More than 6 to	12		
5	Twitter	From 1 to 3 Months	16.67	0,311	٠,٠٠٠
		More than 3 to 6 months	15.00		
		More than 6 to	12		
6	Snapchat	From 1 to 3 Months	16.67	0,309	٠,٠٠٠
		More than 3 to 6 months	15.00		
		More than 6 to	12		

This table (26) shows the level of using social media in marketing hotel services according to the period of creating a social media account, as there are statistically significant differences in the level of using social media according to the factor of the duration of creating a social media account for WhatsApp and Messenger platforms only, as for the rest of the platforms, there are no statistically significant differences.

Interview Results:

Through the managers' answers the interview reached a set of results, the most important of which is a decrease in hotels' reliance on marketing through social media by (93.7%), and the presence of great importance for social media in marketing for hotels as a result of the great role that social media plays in people's lives in At the present time (96.8%), there are great advantages for marketing hotels through social media due to the ease of reaching the target audience, as well as speed and accessibility to all segments (96.8%). The interview concluded that one of the most important obstacles to relying on social media in marketing is for hotels, there is no specialized marketing department (87.5%).

Conclusion

Study reached to results that should be considered such as that there is a very important feasibility of converting the hotel into an online hotel according to the concept of modern electronic transformation, Hotels in the study sample do not have an official for designing messages and promoting the hotel on social networking sites, Hotels in the study sample do not have a specialized department to manage marketing and promotion through social media, Hotels in the study sample do not have customer relationship management by integrating attractive and dynamic content for customers on social media, The sharp decline in the level of use of measurement tools that determine the extent to which social media is used to achieve goals in the hotel, the participants use social networking sites to conduct customer satisfaction surveys.

Participants do not expect competitors to use social networking sites to learn about your products and services and use them to gain a competitive advantage, the level of problems that hotels face when marketing on social media such as the most important problems are data privacy, high costs, exaggeration in describing the product or service, and lack of control over customer posts in their social platforms and difficulty creating interesting content in social media, It was found that the distribution is not normal of the level of use of social media in marketing hotel services, there are no statistically significant differences in the level of using social media according to the job factor.

There are no statistically significant differences in the level of using social media according to the availability of the hotel website, there are statistically significant differences in the level of using social media according to the extent to which there is a strategic plan for the hotel with respect to the WhatsApp, Messenger, Instagram, Twitter and Snapchat platforms; while there are no

statistically significant differences for the Facebook platform and there are statistically significant differences in the level of using social media according to the factor of the duration of creating a social media account for WhatsApp and Messenger platforms only, as for the rest of the platforms, there are no statistically significant differences.

Recommendations for hotels:

No.	Recommendation	Implementation Mechanism
1	Hotels should give importance to the feasibility of converting the hotel into an online hotel according to the concept of modern electronic transformation.	giving importance to this and providing specialists and financial resources for it.
2	Hotels should have an official for designing messages and promoting the hotel on social networking sites.	Through training and qualification for works.
3	Hotels should have a specialized department to manage marketing and promotion through social media.	by employing specialists in this department and providing their requirements.
4	Hotels should have customer relationship management by integrating attractive and dynamic content for customers on social media.	By assigning public relations employees to do so.
5	Increase the level of use of measurement tools that figure out the extent to which social media is used to achieve goals in the hotel.	By giving importance to social media as a promotional means.
6	hotels should expect competitors to use social networking sites to learn about products and services and use them to gain a competitive advantage.	By assigning a work team to follow up and check this.
7	Hotels should have strategic plans for marketing through social media.	Through the participation of all concerned and specialized parties in this plan.

limitations and further research:

The field study for this research was conducted from February 2023 to December 2023, and this study was applied to three-star hotels in Greater Cairo.

This study measured the Effectiveness of social media in Promotion: Case Study of three stars Hotels in Great Cairo. Therefore, future studies can be conducted in topics such as studying the application of the use of social media in hotels. The same study variables can also be used and applied to another category of hotels or in another geographical area.

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