Using of Electronic Marketing Channels in Building Customer Loyalty in Hotels

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Abstract

As the lodging sector evolves into a more technology-oriented industry, the need to understand electronic marketing practices becomes more important for marketing strategies. The main purpose of this study is to understand the ability of Egyptian hotels to adopt electronic marketing strategies as vital marketing tools in marketing management, and discuss the benefits and challenges facing decision makers at five star Egyptian hotels.

A field study was conducted with customers in 23 five star hotels in Cairo, Hurghada and Sharm El Sheikh. The collected data have been classified and tabulated to be thoroughly analyzed through computer software. The researcher has calculated the necessary percentages and formed the required repetitive tables to satisfy one of the most important descriptive statistical techniques in identifying and defining the research variables and their repetition rates within the drawn sample.

The results indicated that customer is not satisfied with Egyptian electronic marketing content, Egyptian hoteliers are aware of the importance of electronic marketing and its effect on building customer loyalty. This study recommended that hoteliers have to increase the electronic marketing budget and use new communication and distribution technology to encourage customers to the Internet.

Keywords: Electronic marketing, Internet marketing, Mobile marketing, Customer relationship, customer satisfaction, customer trust.

Electronic marketing channels

Electronic marketing can be viewed as a new modern business practice associated with buying and selling goods, services, information and ideas via the Internet, and can be used to build and enhance both retained and new customer loyalty (Smith and Chaffey, 2005).

Electronic marketing can be defined as marketing of products and services on electronic media. It is one of the latest and emerging tools in the marketing world (Pulevska, 2007). Information Technology (IT) and E-Marketing have great potential and set the way and a ground for the development of customer loyalty (Willcocks & Finnegan, 2007).E-Marketing module should have functions such as search engine marketing, online advertising and other "wired" E-Marketing, as well as short message marketing, Mobil marketing and other "wireless" E-Marketing methods (Witzig, 2009).

Schultz (2000) stated that Consumer loyalty seems to be based on a collection of factors. The first is trust. Consumers must trust the vendor or product they encounter. Second, the transaction or relationship must have a positive perceived value greater than that supplied by competitors. Third, if marketers build on the first two factors, they may be able to create a level of positive customer emotional attachment

A. Website designs:

E-marketing strategy involves using electronic methods and affects traditional marketing in two ways. First, it increases efficiency in established marketing functions. Second, the technology of E-marketing transforms many marketing strategies resulting in new business models that add customer value and increase company profitability (Strauss and Frost, 2001).

B. E-mail marketing

Chaffey *et al.*, (2009) mentioned that E-mail is increasing in importance as part of the online communications mix. It can be summarized that in most European countries, more is spent on E-mail marketing than banner advertising. E-mail is a significant communications medium since it is widely used. As any other marketing tool, E-mail marketing has several advantages. Companies can track an exact ROI and this permits them to measure the performance of the campaign. According to Scharl (2005) these are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company. Newsletters usually don't have explicit sales messages, but try instead to build a relationship between a customer and a brand. They often have a conversational tone and contain news and information that will be of interest to the customer. The goal is to keep a customer connected to a company even when they are not buying anything.

C. Social Media Marketing

There are different definitions of social media and social networks. For example Weber (2009) defines it as "the social web is the online place where people with a common interest can gather to share thoughts, comments, and opinions". Boz, and Unal, (2011) stated that social media strategy is the process of devising and implementing plans and tactics to optimally harness the power of social media for promotional and marketing purposes. In other words, it is the plan of action for using social media optimization effectively for commercial marketing.

D. Mobiles Marketing

Wireless marketing helps to effectively obtain targeted and tailored messages to customers, which fosters customer-business relationship (Amarsanaa and Anjorin, 2012). Mobile devices increase the possibility, speed and frequency of sending marketing messages to customers (Scharl *et al.* 2005).

Marketers have discovered a chance to advertise their products via SMS/MMS. The marketers hope that this method, also known as wireless advertisement through SMS and MMS, will effectively and efficiently promote their products or services (Gaughan, 2012).However, it seems that their strategies of message receivers are quite random and convenience-based. Because of the relatively low cost to advertise via SMS and MMS, companies now send their advertisements to the mass market without considering the receivers' personal details.

As a result, most people tend to be irritated and annoyed by these careless marketing tactics (Gaughan, 2012).Marketers have discovered a chance to advertise their products via SMS/MMS. The marketers hope that this method, also known as wireless advertisement through SMS and MMS, will effectively and efficiently promote their products or services (Gaughan, 2012).

Many mobile phones now incorporate Bluetooth technology. This technology allows Bluetooth enabled electronic devices to connect and communicate with each other wirelessly through short-range, ad hoc networks known as "piconets". Increasingly, we are seeing Bluetooth technology being used for the purposes of direct marketing (Marchini and Tebbutt, 2007).

Building Customer Loyalty

Carroll & Broadhead (2001) confirmed that by enhancing customer service, the online business can increase their customer's loyalty. Some websites offer gift reminder service to their registered customers wherein the customers reminded of important events and occasions that has been stored by him in his account along with promotional offers. According to Best (2005) customer loyalty is a psychological commitment that a customer has towards a specific brand or company.

Electronic relationship marketing (E-RM) through the Internet has also been introduced to maintain a close relationship between companies and customers, with research results showing that the adoption of e-RM is positively associated with the size of hotel companies (Bai, *et al.,* 2006).

Customer satisfaction is used to measure company performance at both internally to compensate human resource, observe performance and assign funds as well as for externally the satisfied customer is also source of information for all stakeholders (customers, public policymakers competitors and investors). For developing customer satisfaction, reliability in the providing of services and commitment to service relationships a company must attempt to increase customer's future expectations (Lin & Wu, 2011).

Methodology

The questionnaire was used to identify the opportunities and future challenges in using electronic marketing positively in increasing the hotel transactions, reach ability, competitions, and then increasing purchasers. The objectives of the Study are to identify the electronic marketing channels in hotels, to identify the relationship between electronic marketing channels and customer loyalty in hotels industry and evaluate the extent to increase the Egyptian hotel traffics generated by Internet marketing as a new tools and mediums.

A cluster sample of 5 five star hotels in Sharm El-Sheikh, 8 five star hotels allocated in Hurghada and 10 five star hotels allocated in Cairo, were chosen for investigation in the hotel customer's questionnaire Form. The investigated sample concerns the hotel customer's sample; where a total (332) forms were received representing a response rate of (83%) from the total of (400) of the study sample. Out of these forms, (312) forms were deemed useable. The primary factor of unusable responses was incomplete surveys.

All the questionnaire forms were distributed from October 2016 till March 2017 as the time limitations because of the hard times that the Egyptian hospitality industry passes through that assigned period.

Results and Discussion

The following topic focuses on the extent hotel customers in Hurghada , Sharm El- sheikh and Cairo trust in electronic marketing strategies in expecting hotels quality products and services. The data given in table No. (1) Identifies the verities of respondents in the hotel customer's survey. Also the frequencies and percentages were presented. It can be observed that about (33.5%) were from (Egypt), (9%) were from (Germany), (7.8%) from Saudi Arabia, (7%) from China and (6%) from Ukraine as the most nationalities of the respondents, (13%) represented as others such as from Turkey, England, USA, Poland, Russia, .etc. The rest of the respondent's place of origin included in the following table No(1)

Table No. (1): Participants nationality in the customer's survey

No.	Place of origin	Frequency	Percentage
1	Egypt	105	33.5%
2	Germany	28	9%
3	Saudi Arabia	24	7.8%
4	China	22	7%
5	Ukraine	19	6%
6	Kuwait	14	4.5%
7	Libya	13	4%
8	USA	13	4%
9	England	13	4%
10	Russia	6	2%
11	Turkey	6	2%
12	Poland	5	1.7%
13	French	5	1.7%
14	Iraq	5	1.7%
15	Italy	4	1.3%
16	Japan	4	1.3%
17	Netherland	3	1%
18	Austria	3	1%
19	Czech	2	0.7%
20	Others	18	5.8%
	Total	312	100%

As it can be observed from table (1) that the number of Italian, Russian and German….etc guests were less than usual because their governments have threatened its citizens from travelling to Egyptian touristic destinations in order to the recent security events in Egypt during the survey period. It can be also observed that about (51.6%) of the participants were from Arab nationalities such as Egypt, Saudi Arabia, Kuwait, Libya, Iraq due to the marketing activities from the Egyptian hotels side are targeting Arab tourists to retrieve the hospitality sector.

Normality of distribution test for studied variables

The test that the population being sampled has a specified distribution. Kolmogorov-Smirnova and Shapiro-Wilk tests were used to compares the ordered sample values with the corresponding order statistics from the specified distribution.

Table No. (2): Statistic values of study variables with the corresponding order normal distribution

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
GENDER	0.380	312	0.000	0.628	312	0.000
AGE	0.393	312	0.000	0.705	312	0.000
INCOME	0.265	312	0.000	0.802	312	0.000
EDUCATION	0.329	312	0.000	0.809	312	0.000
LENGTH	0.302	312	0.000	0.809	312	0.000
Times	0.218	312	0.000	0.823	312	0.000
ques1	0.240	312	0.000	0.813	312	0.000
ques2	0.238	312	0.000	0.817	312	0.000
ques3	0.221	312	0.000	0.833	312	0.000
ques4	0.221	312	0.000	0.867	312	0.000
ques5	0.256	312	0.000	0.806	312	0.000
ques6	0.235	312	0.000	0.826	312	0.000
ques7	0.235	312	0.000	0.827	312	0.000
Ques8	0.229	312	0.000	0.847	312	0.000
Ques9	0.252	312	0.000	0.821	312	0.000
ques10	0.227	312	0.000	0.850	312	0.000
ques11	0.240	312	0.000	0.808	312	0.000
ques12	0.256	312	0.000	0.843	312	0.000
ques13	0.260	312	0.000	0.851	312	0.000
ques14	0.257	312	0.000	0.854	312	0.000

The results tabulated data shown in Table (2) indicate that the populations normally distributed to the degree that assures the ability of using multiple regressions for studied variables later. Variable distribution is considered normal if test statistic was 0.05 or less.

Electronic marketing tools and distribution channels increase customer positive expectations of the services that are provided by hotels.

Data summarized in table No. (3) Reported the levels of using Electronic marketing tools and distribution channels in increasing customer positive expectations of the services that are provided by hotels. Results revealed the statistical frequency, percentage and mean of different uses of electronic technology and distribution channels to increase customer positive expectations of the services that are provided by hotels. Respondents agree by high percentage (38.8%), completely agree by (22.8%), and neutral, disagree and complete disagree ranged (8%, 27.6%, 2.9%).The table illustrates the frequency of each previous scale. The overall descriptive mean and standard deviation (SD) for all the customers responses ranked as (Mean= 3.5096 – SD=1.19749), as between neutral and agree. The following table illustrates that:

Table No. (3) Electronic marketing tools and distribution channels increase customer positive expectations of the services that are provided by hotels.

Electronic marketing tools and distribution channels increase your positive expectations of the services that are provided by hotels.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	9	2.8%	3.5096	1.19749
2.Disagree	86	27.6%		
3.Neutral	25	8%		
4.Agree	121	38.8%		
5.Completly agree	71	22.8%		
Total	**312**	**100%**		

The ratio shown in table No.(3) proven that electronic marketing tools and distribution channels increase customer positive expectations of the services that are provided by hotels.

Social media is used for hotel information search and evaluation of alternatives.

Data summarized in table No. (4) Reported the levels of using Social media for hotel information search and evaluation of alternatives. Results revealed that the statistical frequency, percentage and mean of different uses of Social media for hotel information search and evaluation of alternatives. Social media is used to increase customer positive expectations of the services that are provided by hotels. Respondents agree by high percentage (48.7%), completely agree by (20.9%), and neutral, disagree and complete disagree ranged (15.7%, 12.8%, 1.9%).The table illustrates the frequency of each previous scale. The overall descriptive mean and standard deviation (SD) for all the customers responses ranked as (Mean=3.8031-SD=94150) as between neutral and agree. The following table illustrates that:

Table No. (4) Social media is used for hotel information search and evaluation of alternatives.

Social media is used for hotel information search and evaluation of alternatives.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	6	1.9%	3.8013	.94150
2.Disagree	40	12.8%		
3.Neutral	49	15.7%		
4.Agree	152	48.7%		
5.Completly agree	65	20.9%		
Total	**312**	**100%**		

The ratio summarized in table No. (4) Assured the effectiveness of social media to gain hotel information.

Personal selling influences Customer satisfaction easier than others Electronic channels.

Table No. (5) Indicates that out of the 312 respondents, 79 respondents (25.3%) agreed that hotel personal selling influences customer satisfaction easier than others, and 25 respondents (8%) were neutral with the tested variable. Only 50 respondents (16%) were completely agree that hotel personal selling influences customer satisfaction easier than others, also only 109 respondents (35%) disagree, and 49 (15.7%) of the respondents completely disagree with the variable. The overall descriptive mean for all the customers responses ranked as 2.9103 and SD = 1.36738 as between disagree and neutral ranks. The following table illustrates that:

Table No. (5) Personal selling influences Customer satisfaction easier than others Electronic channels.

Personal selling influences your satisfaction easier than others Electronic channels.	Frequency	Percentage %	Mean	SD
1.Completly disagree	49	15.7%	2.9103	1.367
2.Disagree	109	35%		
3.Neutral	25	8%		
4.Agree	79	25.3%		
5.Completly agree	50	16%		
Total	**312**	**100%**		

The ratio shown in table No. (5) Definite that personnel selling still an important tool to influence customer satisfaction.

The website search engine results pages benefit and affect customer search for hotels and their hospitality services in Egypt.

Results demonstrated in table No. (6) Revealed that the nature and impact of using the website search engine results pages for searching on hotels and hospitality services in Egypt. Data summarized and showed that the statistical mean of the items ranged from (2.00 to 3.00) or disagree and neutral by (2.8942). The (22.8%) of the respondents identified and agreed that they use website search engine results pages for searching on hotels and hospitality services in Egypt. Also, (24%) from the respondents are with the level of neutral using. (9.7%) from the hotel customers were completely agree. The ranges (disagree, and completely disagree) are presented as (8.6% and 34.9%), respectively. The overall descriptive mean for all the customers' responses Ranked as (Mean=2.8942 and SD=1.14750) between disagree and neutral.

Table No. (6) The website search engine results pages benefit and affect customer search for hotels and their hospitality services in Egypt.

The website search engine results pages benefit and affect your search for hotels and hospitality services in Egypt.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	27	8.6%	2.8942	1.14750
2.Disagree	109	34.9%		
3.Neutral	75	24%		
4.Agree	71	22.8%		
5.Completly agree	30	9.7%		
Total	**312**	**100%**		

The ratio demonstrated in table No. (6) certain that website search engine results pages affect customer search for hotels and the quality of their hospitality services in Egypt.

Hotel website design of reliability, customer service and security/privacy influence customer perceptions of the value of the hotel.

Results demonstrated in table No. (7) Revealed that the hotel website design of reliability, customer service and security/privacy influence customers' perceptions of the value of the hotel. The (42.3%) of the respondents identified and agreed that the hotel website design of reliability, customer service and security/privacy influence customers perceptions of the value of the hotel. Also, (22.1%) from the respondents are with the level of completely agree rank, (4.8%) from the hotel customers were neutral. But the ranges (disagree, and completely disagree) are presented at the lowest as (3.5% and 27.2%), respectively. Data summarized and showed that the statistical mean of the items ranged from (3.00 to 4.00) or neutral and agree by (Mean= 3.5224 and SD=1.20535).

Table No. (7) Hotel website design of reliability, customer service and security/privacy influence customer perceptions of the value of the hotel.

Hotel website design of reliability, customer service and security/privacy influence your perceptions of the value of the hotel.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	11	3.5%	3.5224	1.20535
2.Disagree	85	27.2%		
3.Neutral	15	4.8%		
4.Agree	132	42.3%		
5.Completly agree	69	22.2%		
Total	**312**	**100%**		

The ratio summarized in table (7) proven that hotel website design of reliability security/privacy strongly influence customer perceptions of the value of the hotel.

Hotels E-mails sent to previous customers build a good relationship with the hotel brand.

The data summarized in table No. (8) Showed to what extend the E-mail newsletters from a hotel customers stayed in before; build a good relationship with the hotel brand. The data pointed out that the (46.5%) of the respondents agreed that E-mail newsletter from different hotels modifies customer's hotel selections and, build a good relationship with the hotel brand. Moreover, there was (22.4%) of the study respondents completely agree with the variable. Also, it can be observed that the ranks neutral has (4.5%) level. In addition, disagree and completely disagree has (24% and 2.6 %), respectively. Generally, the descriptive mean of the influence of E-mail newsletter from different hotels on building a good relationship with the hotel brand. Recorded (3.6) scale from 5 in Likert scale or sited between neutral and agree ranks. Data summarized and showed that the statistical mean of the items ranged from (3.00 to 4.00) or neutral and agree by (Mean= 3.6218and SD=1.15010).

Table (8) Hotels E-mails sent to previous customers build a good relationship with the hotel brand.

Hotels E-mails sent to previous customers build a good relationship with the hotel brand.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	8	2.6%	3.6218	1.15010
2.Disagree	75	24%		
3.Neutral	14	4.5%		
4.Agree	145	46.5%		
5.Completly agree	70	22.4%		
Total	**312**	**100**		

The ratio shown in table No. (8) Indicated that hotels E-mails sent to previous customers build a good relationship with the hotel brand.

Brand image plays an important role in customer decision to book a hotel online.

Results in table No. (9) Clearly indicated that there was a positive relation between the brand image and customer decision to book hotel online. Responses indicated that (48.1%) agree that the hotel brand Image plays an important role in customer decision to book hotel online, (21.8%) completely agree, furthermore (10.9%, 17.9%, 1.3%) respectively ranked for neutral, disagree and completely disagree levels. The overall descriptive mean for all the customers' responses ranked 3.7 as between neutral and agree. By (Mean= 3.7115and SD=1.03948). The following table illustrated that:

Table (9) Brand image plays an important role in customer decision to book a hotel online.

Brand image plays an important role in your decision to book a hotel online.	Frequency	Percentage %	Mean	SD
1.Completly disagree	4	1.3%	3.7115	1.03948
2.Disagree	56	17.9%		
3.Neutral	34	10.9%		
4.Agree	151	48.1%		
5.Completly agree	67	21.8%		
Total	**312**	**100%**		

The ratio in table No. (9) Confirmed that the brand image of the hotel plays an important role in urging customer to take a decision to book a hotel online.
The hotel image satisfies customer needs, wants and affects customer attitude towards the hotel's brand.

Results in table No. (10) Clearly indicated that there was a positive relation between the hotel brand image and customer attitude towards the hotel's brand. Responses indicated that (43.9%) agree that the hotel brand Image plays an important role in customer attitude towards the hotel's brand, (17.3%) completely agree, furthermore (12.8%, 23.7%, and 2.2%) respectively ranked for neutral, disagree and completely disagree levels. The overall descriptive mean for all the customers' responses ranked 3.5 as between neutral and agree. By (Mean= 3.5032and SD=1.09954).

Table N0. (10) The hotel image satisfies customer needs, wants and affects customer attitude towards the hotel's brand.

The hotel image satisfies your needs, wants and affects positively your attitude towards the hotel's brand.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	7	2.2%	3.5032	1.09954
2.Disagree	74	23.7%		
3.Neutral	40	12.8%		
4.Agree	137	43.9%		
5.Completly agree	54	17.3%		
Total	**312**	**100%**		

The ratio summarized in table No.(10) assured that the hotel image satisfies customer needs, wants and affects customer attitude towards the hotel's brand.
Customer decision to book online depends on the knowledge of the brand affects on his satisfaction.

Results in the following table No. (11) Clearly indicated that there was a positive relation between the customer decision to book a hotel online and his knowledge about the hotel brand. The vast majority of the customers Responses indicated that (50.6%) agree that the knowledge about the hotel brand plays an important role in customer decision to book a hotel online and affects his satisfactions, (8%) completely agree then natural (4.5%), the ranks disagree and completely disagree were ranked by (35.6% and 1.3%), respectively. The overall descriptive mean for all the customers' responses ranked 3.2 as between neutral and agree. By (Mean= 3.2853and SD=1.07532).

Table No. (11): Customer decision to book online depends on the knowledge of the brand affects on his satisfaction.

Customer decision to book online depends on the knowledge of the brand affects on his satisfaction.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	4	1.3%	3.28	1.075
2.Disagree	111	35.6%		
3.Neutral	14	4.5%		
4.Agree	157	50.6%		
5.Completly agree	26	8%		
Total	**312**	**100%**		

The ratio in table No. (11) Proven that the knowledge of the brand affects on customer satisfaction and his decision to book.

Hotel promotion through Internet impacts customer repurchase decision.

Results in table No. (12) Clearly indicated that there was a positive relation between the hotel customers repurchasing decisions and his satisfaction from one side and hotel's promotion through internet from the other side. The vast majority of the customers Responses indicated that (34.6%) agree that hotel's promotion through internet Impacts customer repurchasing decision, (16.6%) completely agree, furthermore (18.3%, 27.9%, 2.6%) respectively for the neutral, disagree, completely disagree in various response levels. By (Mean= 3.5705and SD=1.12972). The overall descriptive mean for all the customers responses ranked as 3.5 as between agree and completely agree ranks.

Table No. (12) Hotel promotion through Internet impacts customer repurchase decision.

Hotel promotion through Internet impacts your repurchase decision.	Frequency	Percentage (%)	Mean	SD
1.Completly disagree	8	2.6%	3.57	1.129
2.Disagree	87	27.9%		
3.Neutral	58	18.3%		
4.Agree	107	34.6%		
5.Completly agree	52	16.6%		
Total	**312**	**100%**		

The ratio summarized in table No. (12) assured that hotel promotion through Internet impacts customer repurchase decision.

Conclusion and recommendation

Conclusion

After gathering results it is noticed that:
- ❖ The Importance of E-Marketing channels can be seen in its contribution to building customer loyalty there are customer relationship, customer satisfactions and customer trust.
- ❖ Consumer satisfaction on the Internet is when a consumer finds pleasure in his experience of using the services, which is the result of the fulfillment of his/her needs and expectations.
- ❖ Loyalty is consumer's commitment to purchase/consume services from an online provider, resulting from perceived value and is impervious to other online competitors 'influences.

Implications

Hotel managers should take into consideration the following tips:
- ❖ Design and content of E-mail – By creating a clean and easy to read E-mail
- ❖ Don't cut marketing spend, but re-evaluate the marketing efforts and advertising budget and focus on proven ROI-focused efforts and formats.
- ❖ Shift funds from offline to online advertising formats.
- ❖ Create and develop mobile marketing strategies like SIM,MMS, Quick Response code, Bluetooth, Mobile web, Location Based services, Banner Ads and Mobile Application.
- ❖ Build a strong SEO strategy because travelers use search engines for vacation planning.
- ❖ Learn to use E-mail marketing effectively.
- ❖ Dominate your marketing niche with affiliate, reseller and associate programs.
- ❖ Request an analysis from an E-Marketing coach or E-Marketing consultant.

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استخدام قنوات التسويق الإلكترونى في بناء ولاء العملاء في الفنادق

الملخص العربي

يعد التسويق الإلكترونى من أحدث الأدوات الحديثة في عالم التسويق، حيث يشير إلي استخدام وسائل الإعلام الرقمية والإنترنت للمساعدة في بيع المنتجات أو الخدمات و بناء علاقات مع العملاء الحاليين والمحتملين وبالتالي أصبحت الحاجة إليه ضرورية و ملحة وحيوية خاصة في الفنادق من أجل البقاء والمنافسة. هدفت الدراسة إلي التعرف علي قنوات التسويق الإلكتروني في الفنادق ومدي فعاليته في بناء ولاء العملاء في صناعة الفنادق ومدي فعالية زيادة الإشارات للدخول علي مواقع الفنادق المصرية واستخدام تلك الفنادق للموبايل كقناة تسويق إلكتروني ولقد توصل البحث إلي توضيح التأثير الإيجابي للبريد الإلكتروني المرسل من الفنادق المصرية علي بناء علاقات جيدة مع العملاء وتعزيز الثقة بالإضافة إلي أن لمواقع التواصل الإجتماعي (فيس بوك – تويتر – يوتيوب – جوجل بلس) تأثير علي خلق مناخ من الثقة في العلامة التجارية للفنادق مما ترتب عليه ضرورة اهتمام الفنادق بتطوير وتحسين المواقع الإلكترونية لها والتركيز على استخدام البريد الإلكتروني بشكل فعال لضمان التواصل مع العملاء.