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ABSTRACT

CHAPTER ONE

The usage of Social Media Tools is expanding in all age ranges across all socio economic groups. Considering this, a number of hoteliers in Sabah have focus and paying much attention by using the means of these useful tools to increase the awareness of their products and services. Hence, the purpose of this research is to understand the role of Social Media Marketing in the hospitality industry so that it will benefits the local hospitality industry in Sabah and to look at how the leveraging of the Social Media Marketing is affecting the hospitality industry in relates to consumer behaviour in terms of trust and satisfaction. Other than giving the opportunity for hoteliers to engage with customers on before, during and after the stay, the engagement through Social Media Marketing will also provide the hoteliers with chances to gain insights into need and wants of customers at each stage. By making use of the power of Social Media Marketing Tools, improvements could be made to offer an excellent service and exhibit the hotel's readiness to listen and respond to the customers. By considering the various advantages of Social Media Marketing application into hospitality industry, hoteliers are to be encouraged to integrate these in their marketing strategies. Since the majority of the customers are already been using these platforms, establishing long term relationships with the customers can improve the odds of a return visit which can create customer retention - which can lead to enhance performance and better customer satisfaction and trust towards the services offered. This research will look into on how is possible to retain the customers towards their trusts and satisfaction by using Social Media Marketing Tools that could benefit the hospitality industry in Sabah and where these could fit into their marketing activities. It will also suggest steps that should be taken in order to set expectations and provide recommendations on how to make use of the power of Social Media Marketing Tools in Sabah to promote Sabah.

customers in any foreign countries customers check-in experiences. Mobile is rapidly changing the way people interact with technology and hospitality is no exception, often even leading the way.

Forget about the traditional form of media such as newspapers, television, banner advertisement or flyers, social media not only able to convey message to their users, but also able to make them participate in the promotional process by disseminating them. The mass usage of social media nowadays is one of the reasons that the traditional form of media is no longer able to fulfill the business needs in terms of marketing. The increase numbers of hotels who are starting to apply the advantages of social media will benefit by attracting more customers and maximize their revenue. At this time, social media brings in an opportunity to make the upcoming hotel business strategy for revenue managers by providing them a platform to a closer communication with the customers, and increase the variety of sources of data with the highly accessible communication techniques that makes social media has become so popular.