



**A STUDY TO IDENTIFY SOCIAL MEDIA MARKETING STRATEGIES
AND BEST PRACTICES OF HOSPITALITY AND TOURISM
ORGANIZATIONS IN KOTA KINABALU**

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ABSTRACT

CHAPTER 1

This qualitative study is conducted in order to identify the social media marketing strategies and best practices of hospitality and tourism organizations in Kota Kinabalu. There were 5 hospitality and tourism organizations involved in this study which is Tune Hotel, Nogoodbye's Guesthouse, Park Hotel, Traveller Hotel and Hotel Sri Iskandar. 5 marketing professionals from these 5 organizations were interviewed in order to provide the data on what are the best strategies in using social media and also how to overcome the challenges in using social media. 4 major structured interview questions were asked during the interview session to gain the data needed. There are 4 main variables in this study which are strategies, planning, activities and challenges were then thoroughly discussed in order to achieve the main objective in this study which is to identify the challenges in the usage of social media in hospitality and tourism organizations and how to overcome them.

Tourism and Hospitality industry is one of the promising industry for Malaysia as it contributed to the development of country social as well as economic activities. As reported in The United Nation's World Tourism (UNWTO, 2017) tourism industry has shown a steady growth over the years which in 2016 the number of international tourists reached 1.25 billion whereas in terms of world's exports in goods and services has increased by 1% which equivalent to 7% compare to 2016 which only 6%.

Hence, by gathering an opportunity in using social media as marketing strategies is one of the factors for every hospitality and tourism organization in Malaysia to communicate easily with their prospective customers as well as encourage employees to work together easily (Jatunova, 2016). According to the (Bernama, 2017) Prime Minister of Malaysia Datuk Seri Najib Tun Razak said that the key sources of income to the country's economy is tourism sector and