

# **Social media as a promotional strategy for boutique hotels.**

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Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism, Hotel Management and Operations

Submitted to Lyndon Nixon

Felix Sung Chiu Ngui

1711022

Vienna, 2/1/2022

## Abstract

In the 21st century, new hotel classifications started to emerge. With each hotel type having various characteristics, size, target market and level of service, digital marketing has become an important aspect when attracting customers to younger and more energetic hotels such as boutique hotels. Thus, in this thesis, it aims at combining 3 elements: characteristics of boutique hotels, effectiveness of social media marketing as well as the current tourism trend. The main focus of this study is to investigate the connection from social media posts to enhancing interest in boutique hotels and further to enhance purchase intention of staying in a boutique hotel. The literature review of this study looks into psychological elements that affect people's purchase intention and the distinctiveness of a boutique hotel. Elements such as brand attachment, brand attitude and perceived value are universally applicable when it comes to considering a purchase. Thus, this paper examines the effectiveness of social media in improving these elements in the situation of booking for a stay in a boutique hotel. To answer the research question, numerous hypotheses are set up and surveys are used to collect data and draw conclusions. The hypothesis is tested and analyzed with charts and programs and to see if an assumption can be drawn. The survey recorded 70 responses and the data showed that social media posts can be used as an effective promotional strategy in the case of boutique hotels. The major limitation of this paper is the COVID-19 pandemic. The pandemic has occurred for more than one and a half years. During this period of time, all travel related industries, namely aviation, hotel and restaurants, are negatively impacted. Hotels' occupancy rate is devastated and the target customers are no longer international guests. This has caused the change in the mode of accommodation in traveling as people might prefer domestic travel over international travel to prevent quarantine. The change of traveling and accommodation mode may affect travelers' choice of hotel. Therefore, the result of this study may not be able to be fully presented under the current travel restriction.