6.1 FINDINGS

a. It is evident from the study that Social Networking Sites benefits the growth of hotels in Pune based on the responses the benefits includes that it increase the product/service awareness among customers.

b. Through Social Networking Sites the hotel awareness has identified that it improve customer relation, built more business connection and social networking sites since act as connection between business owners and consumers.

c. Through research it is found that marketing strategy through Social Networking Sites is relatively efficient and it reduce money spend on advisements ie it is cost effective also.

d. From the study it is evident that the most common member of website used by customers for hotel bookings are Facebook, Google, twitter and LinkedIn.

e. Hotel using Social Networking Sites for advertisements and promotion have a competitive advantage over other unions traditional methods of marketing as the Social Networking Sites is cost effective way and it also help them to capture large customers.

f. The most common marketing tool used by Social Networking Sites for Hotel growth includes wall posting & photo gallery of Hotel displayed on the Social Networking Sites.
g. It is evident from the result Social Networking Sites trigger the Hotel industry growth in Pune region

h. Customers demographic significantly impacts the benefits of Social networking Sites for Hotel business

i. Hotel Industries uses promotional tools like Blogs, video, Photo, Gallery, Popup and Micro-Blogging for enhancing visibility in Social Networking Sites

j. Customers demographic play a vital role on business practices of the hotels with respect to Social Networking Sites

6.2 RECOMMENDATION
a. It would be wise not to underestimate the costs associated with marketing on social media. Though the potential to reach a wide audience is both immediate and as simple as opening a Facebook account it should not be undertaken lightly.

b. A serious point to be remembered is the potential for damage to the brand going viral across the internet. Repairing this damage could cost considerable money and effort.

c. Sufficiently qualified staff would need to be hired plus the costs associated with training other staff using the company accounts would need to be factored in. These costs are beyond the purview of this report and further research in this area is highly recommended.

d. A very minimum interaction that Hotels should consider is to treat TripAdvisor and holidayiq.com as an influential means of reputation management. At present reviews whether they are bad or good, are left unanswered.

6.3 SUGGESTIONS
a. It is suggested that offline and online marketing strategies be brought into alignment to prevent mixed messages and to promote the availability of the online forums for interaction. Offline advertising should be used to complement the online media. Adding “visit us on Facebook” and other such texts to promotional material will help to raise awareness.

b. The social networking strategy should sufficiently flexible to allow it to adapt to new developments and to determine what works and what does not work.

c. A dedicated social media co-ordinator is recommended to monitor the impact of any changes implemented. A dedicated co-ordinator would also allow for consistency in communication. At the very least a profession agency experienced in social media marketing should be consulted at from the earliest planning stages.

d. The reviews and complaints raised by the customers on the SNS should be effectively managed and proper actions should be taken by the hotels management and the action taken should also be communicated to the customer.

e. The promotional offers during season on should be displayed on the SNS on regular basis, so that large number of customers is captured
6.4 CONCLUSION

a. Social media has become an integral part of the algorithms that decide where a particular website is placed in the search rankings. The higher the ranking the more visible it is to the consumer. One of the core questions behind this research was to find out what impact social networking sites is having on the hotel sector.

b. The ability to interact with the guests of the hotel should be viewed as a very positive aspect by Hotel business. It offers very real insight into how the hotels are viewed.

c. The feedback shared on the review social networking sites such as Facebook, LinkedIn, Twitter, Google+, holidayiq.com & TripAdvisor is an opportunity to improve the service offering.

d. Measuring the affects that reviews, Wall-posting, Blog, Photo Video, Pop-up, tweets and posts can directly have on bookings could be quite difficult.

e. In conclusion the ability to reach out to such a huge volume of potential guests would make ignoring social media a poor business choice. The other side of the coin is that potential for damage to the brand by reaching out in a haphazard fashion could be quite destructive and costly to repair.

f. A well planned and coherent marketing strategy is needed to limit potential damage and give the chance of succeeding greater odds. It would be wise to consider hiring a qualified dedicated member of staff or to consult with an outside agency or expert from the earliest stages to avoid negative outcomes.
g. Social Networking Sites creates a real Connection between companies and customers; that connection creates a trend for purchase intensity.

h. Social Networking Sites provide ample of opportunities for interacting with Hotel industries partners

i. Social Networking Sites provides a platform to innovative advertising to be effectively used for business growth of Hotel industries

j. From data interpretation we observed that hotel industry in Pune prefer Facebook and Tripadvisor.in more than any other Social Networking Sites for their Promotional activities

k. Hotel Industry with use of Social Networking Sites can gain competitive advantage by reducing advertising cost, create awareness, capture large market, able to transact globally, can improve customer service quality and acquire new customers.