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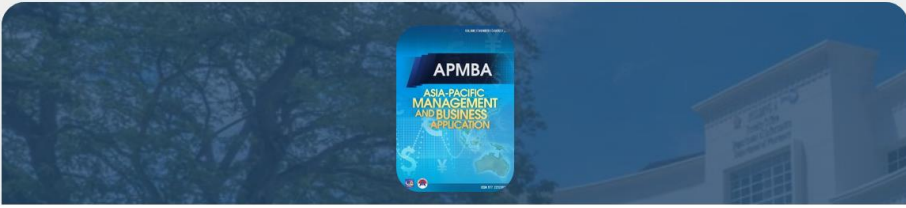
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The Use of Twitter in Social Media Marketing: Evidence from Hotels in Asia

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Abstract

The study aims to investigates hotels' social media marketing practices and how they manage online conversation as well as represent themselves using Twitter. This study employs samples from fifty hotels from 47 countries in Asia, the API method was used to crawl and gather Twitter data. Content analysis was applied to 5438 tweets created by the official hotel Twitter accounts. The results revealed that Twitter was used mostly for five priorities in doing marketing comforts including sales and promotion, introducing and explaining information related to hotel products and services, while were less likely to be used as a medium for handling complaints, creating sales promotions, and sharing light conversation. The findings of this study make an important contribution toward filling the gap in exploring what kind of posts hotels in Asia published on their official Twitter accounts, and how hotels maximize the Twitter platform as digital marketing media and in handling customers' complaints. This study has shed some light on how hotel marketers effectively manage and take advantage of microblogging sites, in this case the used of Twitter as marketing tools. Further research comparing with bigger data and other countries, or regions will enrich the research findings.

Keywords

Hotel Twitter; Social media marketing; Marketing comforts; Sales and promotion

The Use of Twitter in Social Media Marketing: Evidence from Hotels in Asia

Abstract

The aim of this paper is to explore hotels' social media marketing practices in terms of how they manage online conversation as well as represent themselves using the Twitter platform in Asia. Fifty hotels from 47 countries in Asia were used as the samples for this study, the API method was used to crawl and gather Twitter data from Asia. Content analysis was applied to 5438 tweets created by the official hotel Twitter accounts. The findings revealed that Twitter was used mostly for five priorities in doing marketing comforts including sales and promotion, introducing and explaining information related to hotel products and services, while were less likely to be used as a medium for handling complaints, creating sales promotions, and sharing light conversation. This study makes an important contribution toward filling the gap in exploring what kind of posts hotels in Asia published on their official Twitter accounts, and how hotels maximize the Twitter platform as digital marketing media and in handling customers' complaints. The limitation of this study is only focusing on hotel samples in one region and analyzing the hotel-generated content post. Therefore, further research, comparing with bigger data and other countries or regions will enrich the research findings.

Keywords: *Twitter, Social media marketing, Marketing comforts, Sales and promotion, Asian Hotel.*

1. Introduction

Social media presents an opportunity for businesses, by allowing them to develop direct relationships with consumers, handle customer service issues, capture innovative ideas, and engage more with customers [1]. Between all social media apps in Asia, Facebook, Twitter, YouTube, Pinterest, Instagram and Reddit are the most accessed social media apps [2]. Twitter as a popular microblogging site enables companies to broadcast messages and creates communication with users, customers, and stakeholders [3]. Microblogging has a free format of messages and easy accessibility, which has produced millions of contents that can be used for marketing studies [4]. In the highly competitive hotel industry, microblogging sites have an essential role in building brand image [5]. There are numerous studies on the usage of social media, especially Facebook and Twitter, from the traveler's point of view [6]. Previous studies on Twitter social media used in the context of service in industrial hotels are related to communication in handling service failures, crisis management, and engagement with their stakeholders and customers [7-10]; distribution of hotels through e-Mediaries [11]; examining the between hotel resources, Twitter and hotel RevPAR [12]; and Twitter as a hotel recommendation system [13]. However, studies that focus on Twitter usage in hotel posting characteristics have been rare. Based on the author's knowledge, there has been no research that analyzes from the point of view of the use of Twitter as social media marketing for the hotel sector, especially in the Asian region. From the global perspective, Asia countries such as Japan, Singapore, and Saudi Arabia are among the top who have the largest Twitter advertising audiences compared to population aged 13+, with more than 158.2 million people who can be reached with adverbs by Twitter [14]. Due to the potential of Asia countries in using Twitter, this study focuses on the usage of social media by Asian hotels' Twitter accounts.

Therefore, the aim of this study is to analyze the one-way communication side of official hotel Twitter accounts in Asia by analyzing the content of the tweets. This study presents a descriptive analysis of how Asia's hotels' official Twitter accounts are used in hotel marketing with the emphasis of branding activities. This study focuses on what kind of content the hotel's official account on Twitter posts publicly.

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The managerial implication on what type of communication content is used on Twitter for marketing activities by hotel companies will be presented.

2. Theoretical Background

2.1 Social Media Marketing

The definition of marketing can be described as the action or business of promoting and selling products or services, and it is also explained that marketing is an activity to do advertising [15]. Whereby the use of social media has become one of the most important advertising venues for marketers [16].The development of a business organization in an environment of intense competition, especially for tourism and the hospitality industry, has led to innovations and marketing methods that no longer rely on traditional media. The effect of the COVID-19 pandemic has been that the service usually provided through physical and personal contact between organization staff and its customers has changed to online and contactless media, one of which is through social media; this will allow minimal direct contact between the two parties. Therefore the service delivery process has changed in a way where customers change their perception of the service encounter process [17].

The role of the internet in the purchasing behavior of tourists has led to a modification in marketing plans that have become increasingly digital, where digital marketing tools such as e-mail marketing, websites, blogs, social networks, together with mobile applications and online booking platforms are fundamental tools in the marketing strategies of tourism and the hotel industry [18]. Tourism and hospitality-related businesses must adapt and implement effective and efficient strategies to promote their products and services for their potential target market through digital marketing platforms [19]. Marketing hospitality products and services is a part of business activities whose success and failure are determined by individuals and by organizational policies; therefore, currently, the need for information and technology application through digital marketing is necessary. According to Lin and Han [19], the success of implementing technology-based marketing is influenced by the readiness between tasks, in this case marketing, and technology as an activity, one of which is the use of social media. Social media marketing is defined as: "the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders."

Social media marketing has now become a source of data, rich in open information that is used by marketers in leveraging their strategic insight and digital marketing process with the benefit of marketing comfort. According to Jacobson and Gruzd [20], marketing comfort refers to "an individual's comfort with the use of information posted publicly on social media for targeted advertising, customer relations, and opinion mining." One of the uses of social media is as a tool for sales and promotion strategies. Sales promotion refers to a program that can influence a customer's perception about cost of the product and it usually emerges in the form of incentives that provide extra motives for customers to buy the products/services [21]. A marketing post itself can be made more specific into a post related with sales promotion, introducing product and services [3, 22] and handling customers' complaints [23].

2.2. Twitter as Microblogging Sites for Social Media Marketing Activities

Among the various social media sites, Twitter is one of the most popular in terms of website traffic. It is a microblogging site founded in 2006 [24]. Along with Facebook and company websites, Twitter is one of the most widely used channels people use to comment on and request information about companies' products and services [25]. Twitter allows users to publish, reply, and forward posts (known as 'tweets') in the form of short sentences, Twitter is also considered a social sharing site, which means companies may use it to communicate directly with target audiences [26].

The informality of Twitter allows companies to be perceived as real people, rather than anonymous brands, products or organizations [27]. Twitter combines elements of social network sites and blogs, with some differences. In Twitter, user profiles are connected through networks. Users can follow other users and see their tweets, but do not need to reciprocate. Twitter accounts show tweets in reverse chronological order [28]. The format allows customers to convey messages instantly, meaning brands can not only be stored more permanently in customers' minds but also perceived as more transparent and accessible [29].

The used of Twitter in a hospitality industry context has been studied by scholars such as Park and Jang [30] who explored diner perceptions patterns, popular words, and emotional states in opinions for Asian restaurants using text mining and sentiment analysis. With more than 50 million tweets per day worldwide, hashtags are an important means by which information on Twitter is organized. A hashtag is a tag, designated by the 'hash' symbol (#), and embedded in a post, that helps describe a tweet and aids searching. They help organize discussions on specific topics or events. By using hashtags, tweets can be sent to a wider audience worldwide [31]. Putting a hashtag in a tweet boost retweets by 16% With the advantages that hashtags can provide, hotel management must be careful to use them effectively [27].

The main feature of Twitter is the stream of tweets, posted by users [32]. Twitter's tweets can be used as a broadcast medium to send messages to target audiences with content such as news, events, products and services information, promotional information, and special offers. Due to the very short lengths of the posts, Twitter users usually include attachments such as hyperlinks, videos, pictures, etc. to provide additional information on the topic at hand [26, 33]. Yoo and Lee [34] concluded that most hotels published topics about corporate information or news (31.6%) and marketing-related messages (30.6%) with some embedded links on their social media sites, while a recent study on hotel Twitter accounts by Kim and Park [35] explored and compared the key hidden topic embedded in hotel firm-generated content including information, interactive communication and service recovery. Therefore, hotels can publish various content on their Twitter accounts. However, previous study has not clearly defined the used of hotel Twitter accounts for sales and promotion; therefore, this study presents a descriptive analysis of how Asia's hotels' official Twitter accounts are used in hotel marketing with the emphasis of branding activities (i.e., creating sales and promotion, introducing products and services, and giving useful information).

3. Data and Methods

3.1. Sample

This study examines the extent of content that a hotel's official Twitter account publishes online. While most of the content analysis studies on social media posts by official hotel accounts were derived from Facebook, this study focuses on the public posts from official hotel accounts. This study used a list of Asian countries to select the hotel's samples for the research. From the total 47 countries in Asia, 50 active hotels' official Twitter accounts which used English as the language were found and they needed to have at least one post per week. A sample of 5438 tweets was taken from the Twitter feeds. They were transferred from the public timelines of the hotels to Twitter API using private software.

Twitter API is a method that can be used to access users' Twitter data. Twitter API allows researchers to gain publicly published data at no cost. To take the data from Twitter, the researcher needs to use an application and register it on Twitter to access the API. After the application request is granted by Twitter, the researcher will be able to crawl and collect data from Twitter [36]. This research used a privately-owned application to crawl the Twitter API and retrieve information from it. The types of data retrieved were tweets, retweets, replies and quotes published through users' public timelines. After the data were retrieved, they were exported to Microsoft Excel where they were cleaned and organized [37]. The data provide valuable insight into the prevalence of a variety of Twitter practices.

3.2. Coding

Following the social media content classification by Tsimonis and Dimitriadis [22], this research divided content found on Twitter into five main criteria: (1) promotion, (2) introducing products or services, (3) giving advice related to life, (4) daily communication, and (5) handling complaints. Promotion activities are related to giving incentives and rewards for customers to buy the products [3]. In addition, offering a points reward in the hotel loyalty programs is also a popular sales promotion program run regularly by hotels. Sales promotion prizes include discounts, coupons, premiums, gifts or other tools used to attract customers' attention in the short term [21, 38].

Introducing products or services is by giving hints, details, and information such as prices, characteristics, and how to obtain the product. This kind of content aims to sell specific services or

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products to users. Giving advice, wisdom, or useful information related to life may include information about places, events, tips, and activities that can be done around a city, or other subjects [3, 22].

Category	Priority	Criteria	Sources
Creating a sales promotion	1	Main keywords: prize(s), discount(s), coupon(s), premium(s), gift(s), reward(s). Purpose of the tweet is to reward potential or existing users for buying hotel products/services	[3, 21, 38]
Introducing products or services	2	Main keywords: room(s), room rate(s), wedding, restaurant, spa, reservation, online reservation, check-in, payment, facility(ies), location, map, meeting, packages, more information, contact, swimming. Purpose of the tweet is to introduce new or existing products/services at the hotel	[3, 22]
Giving useful information	3	Main keywords: place(s), activity(ies), tourist, tips, attraction. Purpose of the tweet is to share information with users. Communication method L one-way.	[3, 22]
Making simple daily conversation	4	Main keywords: good morning, good afternoon, good evening, greetings, hello Purpose of the tweet is to encourage users to reply.	[22]
Handling complaints	n/a	Main keywords: complaint, issue(s), bad experience, suggestion(s), feedback. Purpose of the tweet is to answer complaints or obtain feedback from customers.	[22, 23]

Table 1. Coding Instrument

Simple daily conversation with users includes messages such as "Good morning," "Have a good day," or asking people how they feel or what they plan to do over the weekend [22]. By offering simple greetings to users, the company tries to invite two-way dialogue with customers and create active online interaction with them, handling complaints related to products or services include collecting feedback from customers [22, 23]. After the initial analysis of 100 tweets by coders, the categories 'giving useful information related to life' and 'making simple daily conversation' were hard to differentiate. Therefore, they were merged into a single category: 'conversation that mentions information not related to the hotel.'

3.3. Data Analysis

To address the first research question, a quantitative content analysis of Twitter textual data was used to categorize the tweets, retweets, replies, and quotes. Content analysis is a common technique utilized in e-commerce research [39]. Content analysis allows data sets to be systematically analyzed and categorized in an objective manner [37], such that specified characteristics of the research objects can be identified and inferences drawn [40]. In this research, the content analysis was used to categorize the tweets, retweets, replies, and quotes into five kinds of content.

The steps used were as follows: (1) All words in the sample tweets were sorted based on how many times they appeared in total. (2) Several relevant words were identified as keywords for each category. (3) The coder categorized the tweets based on the keywords. Each tweet was placed into one category only. The categorization was implemented in order of priority, with Category 1 (Promotions) having the priority, and so on. The only exception to this was the complaint and feedback category which was not included in the order of priorities due to its very distinct characteristic. (4) For dubious tweets (that could not be categorized using the keywords), the coder applied a second criteria based on understanding the purpose of the tweet.

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This research calculated the intercoder reliability when coders categorize each tweet. Intercoder reliability is a widely used term to express that independent coder evaluate message characteristics and reach the same conclusion [41]. Intercoder reliability is an indispensable criterion for research using content analysis [42]. This research employed two coders to categorize each tweet. The coders were trained jointly using 100 tweets made by one of the hotels in the sample so that they would gain a similar understanding of the categorization process. The average score for intercoder reliability in each category was 93.63%. This means that 6.37% of the Twitter conversations were coded differently by the two coders. Thus, we can assume that most Twitter conversations were coded similarly by the two coders in this research. In the coding analysis, most of the Twitter conversation could not be categorized simply by using keywords. It was mainly only the sales promotion conversations that could be coded directly in this way, using keywords such as 'discount.' For the rest of the conversation types, the coder typically needed to understand the meaning of the tweet to categorize it into one of the categories provided.

4. Results and Discussion

Most of the sample hotels came from the five-star category (70%) and most belonged to chains (64%). From the data sample (see Table 2), it was quite hard to crawl official Twitter accounts with a frequently updated page. In the first survey, this research found that most of the sample hotels with an active Twitter feed updated every week were four- or five-star hotels.

The format of conversation the hotel Twitter accounts used the most was the tweet (87.23%) (see Table 3). As suggested by Marwick and Boyd [32], tweeting is the feature of Twitter that is used the most by users. The users in this research are the hotels' official Twitter account pages. It is also interesting to note that the conversations using hashtags made up more than half of all conversations. As suggested by Charlesworth [27], using hashtags is advantageous for users since the conversation will be sent to larger audiences and encourage more retweets by other users. In addition, a hashtag will make it easier, especially for travelers, to seek online information about accommodation.

Almost all of the Twitter conversations in the sample had some embedded content attached, whether pictures (69.5%), videos (2.7%), or hyperlinks (ranging from 11.8% for links to any sites to 0.6% for links to YouTube accounts) (see Table 4). As suggested by Leung and Bai [33] and Minazzi [26], users tend to add attachments to their Twitter posts so that they can upload more information to their audiences. The result also follows research by Yoo and Lee [34] who found that multimedia presentations such as photo and video can foster more user attention into the content. Therefore, in this research, most tweets contained a multimedia attachment, either embedded in the tweets or functioned as hyperlinks to other sites, especially video sites such as YouTube.

Sample Characteristics	Frequency	Percentage
Rating		
Five-star hotel	35	70%
Four-star hotel	12	24%
Three-star hotel	3	6%
Management		
Chain hotel	32	64%
Independent hotel	18	36%

Table 2. Hotel Characteristics (N=50)

Category	Frequency	Percentage
Conversation		
Tweet	4743	87.23%
Retweet	482	8.86%
Reply	173	3.18%
Quote	40	0.73%
Total	*5438*	*100%*
Hashtags		

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	Frequency	Percentage
With hashtag	3062	56.31%
Without hashtag	2376	43.69%
Total	*5438*	*100%*

Table 3. Twitter Conversation

Content	Frequency	Percentage
Picture	3780	69.51%
Link to other sites	640	11.76%
Link to Facebook	617	11.34%
Link to Instagram	223	4.10%
Video	147	2.70%
Link to hotel website	111	2.04%
Link to YouTube	32	0.58%
GIF picture format	22	0.40%

Table 4. Embedded Content in Conversations
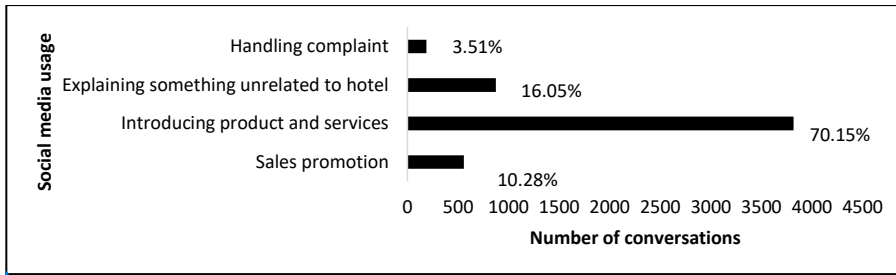
Figure 1. Hotel Twitter Usage

Figure 1 shows the frequency of tweets on different topics by hotels in Asia. Twitter was utilized mostly for introducing or explaining products, services, or events occurring in the hotels (70.15%). As suggested by Sevin [3], it is important to inform audiences of hotel products and services in detail to attract potential customers. Product knowledge is important for customers during the evaluation process that goes on before buying a product [22]. Hotel Twitter accounts were used mostly to provide useful information about life in general, not directly related to hotel activities (16.05%), and after that to disseminate sales information to the users (10.28%). Nevertheless, it is surprising to see that disseminating sales information came in only third across the conversation types. Hotel management should tweet more sales information, to attract customers to visit and purchase the hotel's products and services [38]. Handling complaints came in last with 3.51%, which means Twitter is rarely used by users or travelers for directing complaints about product or services.
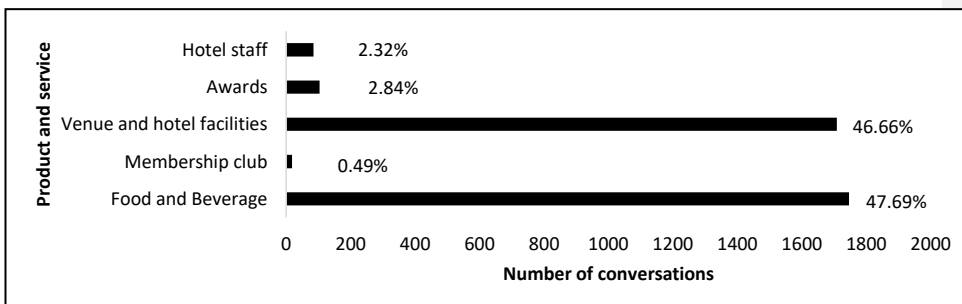
Figure 2: Product and Service

Figure 2 illustrates the number of conversations in the hotels' official Twitter accounts that were related to products and services. Most hotels had tried to provide information regarding their food and beverages (F&B), venues (such as rooms, swimming pool, ballroom, etc.), and facilities provided at their hotels, with these categories making up 94.35% of these tweets. Informing customers about F&B, rooms, and facilities provided in the hotel is important since satisfaction with these things has been widely found to increase customer loyalty in the hospitality industry [43].

Besides writing about products, services, and facilities, hotels were also found to carry out conversations related to the awards that they had received (2.84%) and any staff members (2.32%) who had made extraordinary achievements, such as winning a 'great chef' award or 'best employee of the year.'.] As suggested by Torres [44], an expert-driven approach (e.g., award, ratings, and service standards) represents a recognition of the service quality provided by hoteliers. Awards have also proved to offer promotional value to customers, who believe they are a guarantee of quality offered by the hotel's management [45, 46]. As suggested by Budur and Poturak [47], employee performance has a positive impact on customer loyalty. Therefore, it is important to promote a hotel's employees' performance and positive attitude since they have direct contact with the customers.

However, hotels only occasionally promoted their club memberships (0.49%), although this too would be a good opportunity for them to increase customer loyalty. Membership systems in hotel loyalty programs have been found to raise sales and purchase repetition by customers [48]. Hotels should increase the number of tweets they make about club membership to promote their loyalty programs to their customers.
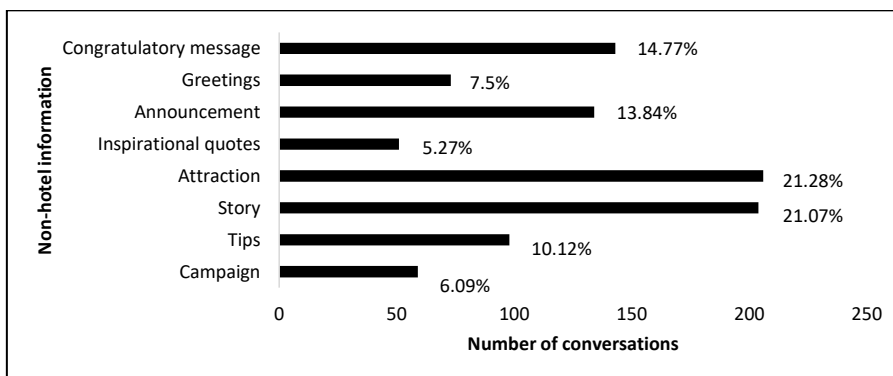
Figure 3: Twitter Used for Explaining Something Unrelated to Hotel

From Figure 3, it can be concluded that Twitter was also commonly used to share non-hotel-related information that might be useful to users. Information such as congratulatory messages (14.77%), greetings to users (7.5%), important announcements (13.84%), inspirational quotes from famous people (9.4%), attractions in the city (21.28%), stories (21.07%), tips on life (10.12%), and campaigns (10.12%) were all commonly shared by hotels' Twitter accounts.

A congratulatory message is one of the tools that can be used to engage more deeply with audiences [49]. Hotels sent congratulatory messages related to monthly celebrations such as the Chinese New Year in January, Valentine's Day in February, Holi in March (for hotels in India), and Easter in April. Previous study such as by Howison and Finger [23] state that a greeting is an effort by a hotel to engage in two-way communication with its audience. Most of the greetings observed in the data came in the form of light questions or statements, such as: '*Have a lovely Friday!*' and '*Bonjour Mabuhay! We hope everyone's having a great Monday morning*' (*Swisshotel Istanbul, Turkey*).

Twitter was also used by the hotels in the sample to make important announcements such as award votes, the dates of rainy seasons, their city's ranking, and many others. As suggested by Sevin [3], an announcement is created to spread important information to an audience that may benefit from it. Most

of the quotes tweeted by the hotels were associated with products or services they provided, for example: *'To create something exceptional, your mindset must be relentlessly focused on the smallest details' (Armani Hotel, Dubai, UEA)*.

Hays and Page [49] mentioned that Twitter is commonly used to spread information regarding attractions at tourism destinations. In the hotel context, hotels tweet about local attractions that can be visited by their guests. As for tweets about stories, they contained mostly history related to the hotel, the city or an attraction in the surrounding area, for instance: *'Did you know that the #era from the 1930s to the 1950s is often called as the #goldenage of #jazz in India? #Jazz awaits you at #LunaNudo' (St. Regis Mumbai, India)*.

As suggested by Sevin [3], tips are a generic form of information dispersed using Twitter. Hotels create tips related to travel or other things related to their products and services, such as the following tweet: *'16 Things You Didn't Know About Jet Lag' (Cambodiana Hotel, Pnom Penh)*. For the campaign tweets, most of the hotels shared positive campaign messages to persuade people to adopt a positive attitude. For example, climate change support during the Earth Hour campaign for people to switch off lights and electricity on one specific date. The promotional method that hotels used most often was giving discounts on products and services (45.57%), granting benefits to customers (42.51%), and bundling products strategies such as buy one get one free (BOGOF) (11.92%) (see Figure 4.).
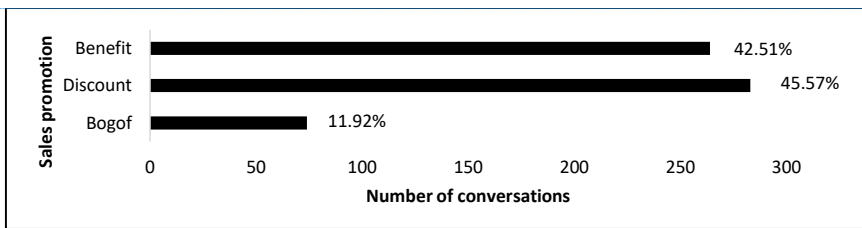

Figure 4: Twitter Used for Sales Promotion

As suggested by Kietzmann and Hermkens [50], Twitter is commonly used to share discount information to potential customers. Sharing information related to product or service discounts might persuade customers to book the hotel if their travel dates match the discount period. As for benefits, the hotels mostly offered these in the form of gifts or upgraded facilities at the hotels. Kang [51] mentioned that benefits positively influence the participation of audiences on social media sites. In this case, hotels that offer benefits will gain more active participation from Twitter users. For the BOGOF category, as suggested by Garcia [52], products and services that utilize BOGOF as a sales promotion method are often perceived as cheap. As most of the hotels in this study had four or five stars, this promotion type was the one least often found on Twitter. BOGOF might damage the image of a brand that focuses on delivering quality services and products.
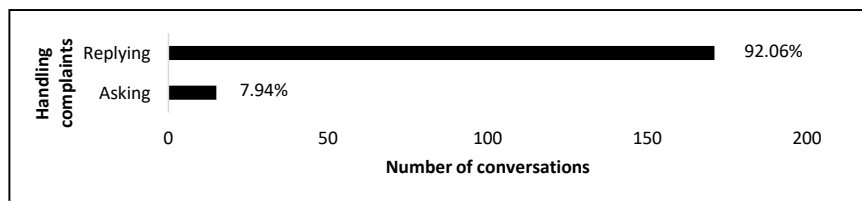

Figure 5: Twitter Used for Handling Customer Complaint

From figure 5, in terms of direct communication with customers, the hotels' Twitter pages mostly replied to complaints and comments from users (92.06%) while they rarely asked questions (7.94%),

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especially regarding complaints from the customers. Replying to a question or complaint is very important since it will affect a company's reputation, especially in the hotel industry whose products are intangible [53]. Avoiding answering customers' questions, complaints, and feedback might negatively affect a hotel's reputation in the long term, as social media is an uncontrollable arena, where the company has little control over the information circulated.

Hotels are expected to gain additional benefits from presenting themselves on social media, in this case Twitter [22]. Several benefits have been presented by the previous research on companies' social media presence, such as enhanced relationships with customers through better engagement [54, 55], increased sales [12, 56] and easier spreading of information to wider audiences [57, 58]. By putting information related to product and services and sales promotions on Twitter regularly, hotels clearly do intend to reach more potential customers, especially those using Twitter daily. By tweeting information related to wedding packages or room rates, for example, it is expected that at least the followers of the hotels will receive the information.

Hotels regularly spread their sales promotion contents through Twitter. In this research, it was common to see hotels provide information related to discounts or benefits to their followers. Hotels promote updated content, such as a discount on dinner in the restaurant, or on room rates, that differs based on the season. For example, in February, the discount will be related to Valentine's Day, while, in April, hotels provide discounts on chocolate products to celebrate Easter. In addition, this study found that hotels try to increase sales by socializing their sales promotion according to appropriate occasions in particular months. These results confirm previous studies on the use of social media by hotel to gain more sales on the internet [22, 59].

The hotels were also found to engage in conversations not directly related to their products and services. Content such as that celebrating Earth Hours by encouraging people to switch off all lights, congratulations messages on women's day, or simple greetings asking what users planned to do on the weekend, were all found on the Twitter pages. These kinds of conversations represent brand development efforts by the managers, aimed at engaging more with users by creating interactions, not only by sharing content related to products and services, but also other items that a user might find interesting. Hotels are making a good effort by creating content aimed at increasing engagement with users [54], particularly since users might unfollow their page if they only received promotional content related to products and services.

Food and Beverages (F&B)-related information accounts for 32.12% of the total conversations created on the Twitter pages. The information related to F&B concerned the hotels' restaurants, bars and F&B products, and the tweets contained multiple items of information about these aspects. Promotions on F&B occasionally combined with the events celebrated in the hotels, especially with bar or restaurant promotions. Another example of combined promotion of F&B was related to events celebrated in the hotels. For instance, the promotion of chocolate made in the hotel was combined with information on the celebration of Valentine's Day in the hotel. Revenue streams from F&B products and restaurants are important, especially during periods of low demand. Discounts on F&B may bring more local customers into the restaurants and they may also stay to sample the recreational facilities of the hotel [60].

This study contributes theoretically to previous studies with the topic of using Twitter social media in the hotel business sector, which mostly focuses on aspects of one-way and interactive communication, engagement, and hotel performances. This study provides another perspective in terms of using Twitter as a marketing comfort tool that focuses on targeted advertising, customer relations, and opinion mining to be able to respond to the needs and complaints of their customers. From a managerial perspective, there are various types of Twitter conversation that can be engaged in by hotel managers, namely creating sales promotions, introducing products and services, creating conversations not related to products and services, and handling customer complaints. Taking samples from 50 hotel Twitter accounts across Asia, mostly from four- and five-star hotels, this research found that Twitter pages were used most often for introducing and explaining a hotel's products and services, with nearly 70% of conversations containing information on aspects such as room, food and beverages, pool facilities, awards attained by the hotel, or membership and loyalty programs. This finding confirms that most hotels ascribe to the view espoused by Tsimonis and Dimitriadis [22], that product knowledge is important for the customer as the basis of the pre-purchase process of evaluating the hotel's products and services. The rest of the conversation content on Twitter was related to handling complaints, daily and light

conversation not related to the hotel, and sales promotions. The research can help hotel marketers effectively manage and take advantage of these essential tools (e.g., Facebook, Instagram).

5. Conclusion

This study introduced the category of measuring content from the use of Twitter by hotels using five measurement categories, namely creating a sales promotion, introducing products or services, giving useful information, making simple daily conversations, and handling complaints [3, 22, 23, 38]. With the increasing importance of digital marketing for the hospitality industry, this study aims to identify firm-generated content from hotels on Twitter social media. It is interesting to note that Twitter was rarely used for informing customers of sales promotions, such as discounts, benefits, or other kinds of promotion that are often used in marketing; sales promotion tweets accounted for only around 10% of the total conversation on the hotel Twitter accounts. For the hotel management, it is important to invite users to be more involved in the brand. By instigating conversation not directly related to the product or service, it is expected that online interaction with users may be boosted [23].

This study is not without limitations, for data collection, researchers only used a sample of 50 hotels in the Asian region. Also, given the amount of data t is considered insufficient in representing data from hotels that have used Twitter as a marketing and information dissemination tool, the findings might, therefore, not be generalizable. Other studies are expected to adopt a similar research model to analyze hotels with more varied categories (e.g., non-star hotels, one to five-star hotels, or other accommodations) with various locations. In addition, the use of more advanced hotel Twitter data retrieval methods with more diverse resources, such as combining with big data research, could help reveal the extent to which social media is used by hotels as marketing tools to increase their success in delivering advertising content.

Summary of Reviewers Comments   Accepted-**Minor Revision**

Dear   Rora Puspita Sari, et. al

The Author Posing The Interesting Topics With **The Use of Twitter in Social Media Marketing: Evidence from Hotels in Asia.** After initial screening by editor and sent to two reviewers, the reviewers founds that

1. The article has a complete component (abstract, introduction, problem formulation, literature review, research methodology, discussion and conclusion).
2. The literature review is quite relevant but not recent (min number of references 60% of total references less than 10 years)

    - The author uses some references that are less updated year published

3. Quality of Methodology are rigorous
4. Quality of discussion is conclusive and well integrated

    - The author has already fully explained the content of the article, including the implications of the study

Please revise within 1 weeks of acceptance this letter and in meanwhile we will publish your abstract in the due course. Again congratulations for your article that accepted in our journal to be published on Vol 11 No 1 2022.

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