

Summary

The marketing and communication department plays an essential role in developing fresh marketing approaches to promote the hotel's goods and services as well as reinforce the brand's reputation in order to attract more customers.

The impact of social media on tourist behaviour has captured the interest of tourism marketing experts who are working to adjust to client expectations through the use of effective communication tactics such as social media marketing that present an accurate perspective of what they offer.

My research intended to evaluate the influence of social media on tourism marketing along with its impact on the hotel's reputation, taking the case of Sofitel Agadir Thalassa Sea & Spa. Although the hotel is known, our research discovered a lack of reactivity on its main page.

The hospitality industry is quite sensitive, and any error in tourism marketing is likely to result not only client loss but also negatively impact the hotel's services. As a consequence, mastering and controlling social media marketing is essential for the hotel in order to effectively communicate its products.

With the increasing importance of online communication, Sofitel Agadir Thalassa Sea & Spa needs to develop a quickened action plan in order to catch up with its key competitors and reorganize its structure in favor of effectively advertising the hotel. Managers in the marketing and communication departments must receive training and invest in social media for the purpose to provide extra value to clients and satisfy their needs.

According to my study, social media has a significant impact on the hospitality industry, and hotels must include social media into their communication strategies in order to boost their online presence and reputation. My research discovered that, while the value of using social media in helping the hotel expand and enhance its brand's reputation among internet consumers was approved. This allows the hotel to distinguish itself from its competition and attract more clients.

Sofitel Agadir Thalassa Sea & Spa is present on several social media channels, including Facebook, Instagram, and LinkedIn. Nevertheless, most of the individuals who answered the survey indicated unhappiness with its responsiveness, which would be a

challenge for the hotel, knowing how crucial it is to communicate with consumers of all types to successfully promote its offering. A significant number of respondents is likewise influenced by the negative reactions of other internet users.

Some suggestions were presented in the research in order to fix these concerns and enhance the hotel's social media presence. To begin, it is suggested that the hotel takes into account comments and criticism expressed on the hotel's sites, using reviews as a measuring tool to evaluate the improvements that may be completed. The hotel can offer a more personalized experience for their clients by knowing their wants and preferences, which may assist enhance customer loyalty and engagement.

Second, the hotel should react to opinions in general, and particularly unfavourable comments, with respect, honesty, and transparency, identifying the root of the problem noticed, because the customer always appreciates an honest response. This can assist in overcoming negative reactions and improve the hotel's overall image.

Third, implementing influencer advertising techniques could help the hotel in increasing its appeal and interaction. Social media influencers have been considered an essential source of information, and working with the right influencers may help the hotel connect with its audience and expand its reach. This is highly beneficial for reaching out to new audiences and acquiring new consumers.

Fourth, hosting prizes, competitions, and events may breathe fresh energy into the hotel's online presence and boost its online visibility. These strategies may boost interaction and encourage user-generated content, which can help the hotel's exposure and reputation.

Finally, building a TikTok account is an excellent approach for the hotel to reach out to more people and engage with potential customers. Using TikTok to generate short, engaging, and visually pleasing features would help the hotel promote its distinctive attractions and services, increasing its exposure and reputation.

By applying these suggestions, the hotel will be able to establish an effective online presence and boost its reputation among internet users, leading to an increase in reservations and profits. These suggestions might also be valuable for other hotels in the business looking to improve their online reputation and marketing tactics. The implementation of social media into the hotel's communication plan is more essential than ever, and by following these suggestions, the hotel can stay ahead of the competition.