APPRECIATION OF SOCIAL MEDIA BY TOURIST ACCOMMODATION OWNERS IN GREECE

Chrysa AGAPITOU[*]
University of Piraeus, Department or Business Administration, Piraeus, Greece, e-mail: chrysa.agapitou@gmail.com

Evanthia RIZOU
Harokopio University, Department or Informatics and Telematics Tavros, Greece, e-mail: evrizou@me.com

Aggeliki KONSTANTOGLOU
Democritus University of Thrace, Department or Faculty, Xanthi, Greece, e-mail: angiekonsta@gmail.com,

Dimitrios FOLINAS
International Hellenic University, Department or Faculty, Katerini, Greece, e-mail: dfolinas@gmail.com

Abstract: The primary aim of this paper is to examine the use of social media by managers in the field of tourism, especially in small and medium-sized businesses in Greece. An explanatory quantitative survey has been applied to collect, process and analyze primary data using questionnaires answered by 302 tourist accommodation owners, originated from 35 prefectures across the mainland and the islands of Greece. The research has indicated that the degree of social media dynamics is also large in small and medium-sized businesses. Regarding the goals that every business wishes to achieve by using social media, it has come up that businessmen seem to be content with their simple preserve on social media and retain mainly an informative and advertising approach. Based of the findings, it has become apparent that social media use, even for advertising purposes, occurs but without being a part of a general strategy promotion, thus with no specific plan or goals, without realizing the benefits of their advantages, and with no results measurements.

Key words: tourism, small and medium-sized businesses, social media, survey, marketing strategy

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INTRODUCTION

The basic subject of this study is to examine how and why social media are being used by small and medium-sized tourism accommodation and hosting businessmen. Consequently, in order to be clear whether the businessmen of the field are for starters familiar with social media and later on, whether they have already included it in their general strategy of recognition and promotion of their businesses. Since:

• Platforms and social media applications are widely adopted with unprecedented access to users-consumers.

• Social media provides for the hosting industry the opportunities to manage and present a business content, and serves as a tool to determine the basic principles that attract customers.

• The tourism business is mainly consisted of small and medium-sized businesses (European standards).

• A relevant research is still on-going and there are no studies, especially in Greece, concerning the use of social media by small and medium-sized tourism businesses.

It is highly important to perform more researches, as this one, in order to examine how businessmen use social media and what are their goals and expectations. In a wide concept, social media refers to a distributed way of creating content, propagation and communication among communities. Differentiated from traditional mass media, social media has broken the limits between writers and readers, while the process of propagation and information consumption is innately related to the process of production and information exchange. Taking under consideration all the benefits that social media can offer, it seems that it possesses all these characteristics to help in marketing and advertising. This is especially important for the tourism and hosting area, due to the fact that these certain professions have to do with the human factor. Social media seems to be a choice for the hosting industry, as it provides opportunities to manage and present business content, as well as it helps to identify fundamental values in order to attract customers. Most companies will benefit from a cohesive strategic plan that encompasses all social media efforts in the general marketing attempt (Buted et al., 2014). Zeng and Gerritsen (2014) suggest that almost every on-going study applies a micro-approach, focusing only on certain aspects of the subject, such as the type of social media and the stages of the procedures on travel planning and/or making decisions.

According to Yilmaz (Yilmaz, 2019) studies on bibliography focus in general on the social media use by the consumers. It appears to be that the number of the studies relevant to the use of social media by tourism businesses are not in the desired level. In a research conducted on hotel units in Balikesir county, it became clear that businesses use social media for

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[*] Corresponding author

advertising; ignoring all other possible uses, like relationships management with customers. Another crucial fact, according to the author, is that businesses do not use measurements relevant to the use of social media in order to reach their goals more easily. However, according to the authors, there are no other studies, neither internationally, nor in Greece, that record which social media, how and why small and medium-sized hosting businesses make use of it. Most researches concern large hotel units and they are mostly "case studies". Due to the importance and the necessity to use social media in tourism businesses, along with the lack of relevant studies under the scope of small and medium-sized businesses, emerges a need to make a more thorough investigation on the use of social media from small and medium-sized businesses in Greece, which is in fact the subject of this study. The findings of this research could be of great help to small and medium-sized businesses in relation to the use of social media and could also play an important role in defining a policy on behalf of the hotel businesses, such as the Hellenic Chamber of Hotels and the hotel unions in places (particularly under the current, very hard circumstances due to COVID 19 pandemic) and by educational and vocational training operators for hotel employees.

Social Media and Tourism
Social Media in Tourism

Social media has transformed the way people communicate with each other and with companies as well. This is true especially in the field of tourism, where people seem to interact with each other more and more on social media, while planning their trips and journeys, especially when they seek for information (Xiang and Gretsel, 2010, Shao, 2009). The growing role of social media in tourism has been increasingly an emerging research topic (Datta, 2019). People use social media to share their views and experiences and to create user-generated content (UGC), which in turn affects the travel choices of other travellers (Singh and Srivastava, 2019) In fact, in this phase of the consumer's behavior process, several social aspects, such as the exchange of opinions and the recommendations between friends, play a major role (Minazzi, 2015:33).

Additional Web 0.2 applications, such as collaborative travel planning tools or online games appear to provide travelers with the opportunity to become part of business operations in multiple ways (eg. Development of new services), (Sigala et al., 2012). Customers seem to create a special content, such as customers reviews, travel logs, etc. which has taken the form of the basic source of information addressing to travelers. Electronic word-of-mouth (Ewom) offers no-financial, authentic and experiential information in detail concerning travel destinations and operators that become more and more reliable, because they are not being operated by any firm (Buttle, 1998). Travelers are now able to select their destination and plan their trip based on advice and comments shared on electronic media by fellow travelers without having the need of travel agencies (Egresi and Prakash, 2019). Consequently, there has also been a change concerning relationships with companies, as well as a change in traveler's habits. Actually, according to statistics, consumers prefer to use social media in order to interact with firms and service providers (Nielsen, 2012). Wang and Fesenmair (2004) suggested that social media is quite useful for managing relationships with customers, due to their very unique ability to attract customers through a focused, well-centered contents produced by the users, also to engage their customers through social interactions and retain them through relationships that occur between customers and themselves. Dellarocas (2003) claims that social media offers striking opportunities to tourism businesses to comprehend and respond efficiently to the needs of the consumers. Through an analysis made upon hotels reviews that took place within online communities, hotels and other companies that are engaged with tourism and travelling are proved to better understand the likes and the dislikes of their guests, and their competitors as well.

Social media play a significant role in many aspects of tourism, especially in information search and decision-making behaviour, tourism promotion and in focusing on best practices for interacting with consumers (Datta, 2019). They also play a crucial role in promotional activities, distribution of goods, communication, management and research (Leung et al., 2013). Even if, still today professionals use social media specifically as promoting and communicational tools, rather than as independent distribution channels, the future trend in social media marketing could be shifted from contemporary brand marketing to conversions and sales (Minazzi, 2015). The use of social media as a communication tool with the proper management can attract customers and thus lead to an increase in sales and revenue (Dellarocas, 2003; Chevalier and Mayzlin, 2006; Dellarocas and Thang, 2007). Social media data can serve as an important source of customer analysis, market research, and crowdsourcing of new ideas, while capturing and creating value through social media data represents the development of a new strategic resource that can improve marketing outcomes (Gnizy, 2019).

Reasons to absorb Social Media by Hotel Companies

According to Minazzi (2015) based on the degrees of the engagement of the customers and the level of completion between social media and business strategies, we can identify the following four approaches that describe the way businesses make use of social media: presence in the media, social media projects, "call to action" and social CRM. These are considered as the four steps in a continuity that leads businesses from just being on the social media to a fully-organized strategy, targeting to learn from their customers and establish a relationship with them. In general, the phase of a strategic entry to social media is the simple presence of the companies in them. In this case, businesses work to achieve recognition and to create a supporting content for their existing marketing strategies, without being fully connected to them. Furthermore, businesses at this stage do not have a particular action for each social media and it is highly unlikely to develop certain measures to track down the results.

There is an improvement in connection with the previous approach that is determined by the development of "social media projects" for multiple social media platforms in order to engage users through bidirectional interactions and conversations. For the most part, businesses at this stage seem to be moving forwards in order to connect various media. They begin to keep track on their popularity on the Internet using some kind of analytical data, in some cases they respond on line, and they are willing to improve their services. The third approach of social media regards it as a tool used in order to "call to action" the users

engaged. That means that certain companies by seeking for the cooperation of the users, they point out the way for purchases (online or offline). This specific approach views social media as distribution and communication channels that support and incorporate marketing strategies. Approach number four that can be named as "Social CRM", considers that social media and business strategies are fully activated. Social media is used by businesses in order to learn about their customers and their perspectives (customers profiles), trying this way to comprehend certain possibilities or threats originated by the market. Moreover, this approach offers the possibility to harmonize with the needs of the customers and expectations in order to create value. Social CRM strategy is a form of collaborative interaction, including firm–customer, inter-organizational, and inter-customer interactions, that are intended to engage and empower customers, so as to build mutually beneficial relationships with the firm and lead to superior performance (Li et al, 2021). According to Rowley et al. (2007) expect, not just collecting and analyzing the opportunity to use online social communities, but also to activate cooperation and interaction with single customers or communities of clients with the purpose to : create and evaluate new ideas, design and put new services or new products on test and plus, to develop and support social innovation (Nambisan, 2002), in order to create and maintain the relationships between the customers and the businesses, the services they provide and the procedures.

In relation to the aim of every tourism business that uses social media, the latter can be categorized as follows:

• Target group identification: It is a fact that online users get organized in communities depending on their interests. Although there are platforms, such as Facebook that seems to be addressing to everybody, most users belong to a certain "type", thus it is quite essential for the business to identify which social media constitutes the best potential market for them.

• New customers approach: A powerful presence in the social media allows tourism businesses to get constantly informed about forthcoming events, promotions, amenities and services within a huge range or potential customers, without having to spend enormous amounts of time and money on advertising.

• Focused marketing and advertising: Social networking sites enable travel hosting business to target specific customers based on their age, income, interests, geographical location, circle of friends and several other criteria. Later on, it is quite easy to create tailored marketing campaigns.

• Create a bond with customers: The stronger an emotional relationship becomes between a guest and the hotel, the more likely it is for the guest to visit again and by all means, the preservation of the customers is one of the major factors that can guarantee a hotel's success.

• Branding: Through a clever combination of marketing techniques and its presence on several social media platforms, the hotel can target specific markets using appropriate advertising, and next, create a relationship with guests, or potential guests, who will trust the business and its services.

• More booking: Although Facebook through "Facebook book" new button service offers the ability to book, indirect distribution channels appear to be more successful. TripAdvisor, Booking.com, Cubilis Booking Engine, Hotelbeds, Hotel4u, Expedia, HotelChatter, bugbitten, placeblogger, realtravel, travelpod, offer tools and possibilities with numerous options and reservations filtering.

• Hire talented staff: Another attribute for supporting travel hosting businesses on behalf of social media, is the potential to recruit appropriate personnel.

Align Social Media Initiatives with Strategies

Tourism product promotion is one of the most complicated kinds of marketing mostly because it is made up of both goods and services. Its consumption has to do primarily with the acquisition of experiences rather the acquisition of goods. Thus, it becomes clear, that it includes services and structures that are developed based on how each management comprehends that their product covers the needs of the consumers. The market is so large and there are numerous standards and needs: therefore, it has to deal with various difficulties in identifying, approaching and meeting it. The tools used to meet and identify are research, analysis, design and consensus among all parties that are actively engaged in the tourism product promotion program, so as to create an appealing and competitive product (Pafili and Pafili, 2017). Considering the dynamic nature of hotel industry, traditional management approaches are proven to be dysfunctional. Aiming to compete efficiently, hotels ought to adopt a more dynamic way of thinking and develop deliberate and emerging strategies.

Social media as distribution channels for the tourism industry is divided in two categories:

• Immediate: the tourist product reaches the consumer directly, without the intervention of a third party. In this category belong Facebook, Instagram, Twitter, YouTube, Snapchat, Viber, and Facebook Messenger.

• Indirectly: Third parties, financially independent businesses mediate between the business itself and the customer, such as, Booking.com or TripAdvisor.

Owners of hotel units are required to make decisions about which distribution channel is most suitable, always in relation to the products or the services it offers. Research on social media in tourism, has expanded a great deal world widely. Initially, research focused mainly on a more general discussion concerning the consequences social media may have on tourism industry, especially in tourism businesses and businessmen themselves (Dwivedi et al., 2011; Thevenot, 2007).

The European Council Assembly in Lisbon, pointed out the need to create an atmosphere more favorable to small and medium-sized enterprises (SMEs) as a means to create a dynamic and financially competitive Europe. European SMEs policy puts forward a cohesive and practical framework that promotes entrepreneurship and the creation of a favorable atmosphere that will enable them to become more competitive. The Lisbon strategy also stressed out the importance of innovation as a key point for competitiveness and financial development, especially in the case of small and medium-sized enterprises. The tourism sector is mainly set by small and medium-sized business (1 of 240 employees) most of them

employ less than 50 employees. Small and medium-sized businesses (SMEs), appear to be a basic component of economy, an important source of business skills and innovation, and they are regarded as key factors of social cohesion, due to the fact that they stand for a large percentage of employment. European Union's Strategy underscores the significant role that SMEs play in revitalizing economy, achieving stronger and more sustainable growth and employment.

According to their research, Lu et al. (2017) "*social media is being broadly used by tourism and hosting companies, and by tourists as well*". The findings of this study indicate that social media, in number of areas of hospitality and tourism has not received much attention from academia. Furthermore, the use of social media in the hotel area is being investigated mostly in the context of multi-stars hotels, particularly those with four or five stars. The use of social media in other types of accommodation, such as mid-range hotels, hostels and B&Bs, has not yet been under question (Domínguez-Navarro and González-Rodríguez, 2020; Varkaris and Neuhofer, 2017; Garrido-Moreno and Lockett, 2016),

RESEARCH METHODOLOGY
The following figure illustrates the research framework:

Specifically, in this assignment certain research questions are under investigation, which can be considered as the examined factors in order to appraise the degree of the appreciation of social media by managers in the Greek tourism sector:

- Degree of social media use.
- How to manage social media.
- Goals of using social media.
- Type of social media content.
- Reasons not to use social media.

In particular, there has been an

Figure 1. Research framework

investigation on the current situation of small and medium-sized tourism businesses through an explanatory quantitative survey in order to collect, process and analyze primary data. The technique of a questionnaire and the statistical analysis were chosen. The questionnaire was chosen, mainly because it is considered to be the most suitable tool, as it requires only a small amount of time to answer. The questionnaire used for the collection of primary data took the form of 3 basic sections: the accommodation profile, the use of social media for business purposes and the non-use. At the end of the first section there was the question whether social media is used, and depending on the answer (Yes/No), the businessman could enter "section 2" (Yes) or "section 3". The second section was based on 3 key points: the current situation, the specific goals and the degree of fulfillment via the use of social media. The third sector posed two questions: what are the reasons for not using social media, and whether future use is likely to happen. The total of questions, in all 3 sections is 22, all closed-ended questions (multiple choice, Yes/No, list, five-point Likert scale). The choice of closed-ended questions was realized in order to simplify and reduce the time required to fill in by the respondents, and the easier coding and handling of the questions. Moreover, all the questions were obligatory in order to achieve cohesion and reduce the negative aspects of the questionnaire. The formation of the questionnaire was realized by using google forms. In this study, a simple, random sampling was chosen in order to secure the same possibility for every citizen to be included in the sample (the part of the population was chosen by the population). Concerning the compilation of the list, there was an effort to include population from as many areas of the country as possible, from different types of accommodation and lastly, to be as large as, possible.

The selection of the data was made by distributing the questionnaire to a random sample of small and medium-sized tourism businesses via e-mail. The process to locate the sample was time consuming. At first, an e-mail was sent, with the link of the questionnaire along with the request to be distributed to their members, to Panhellenic collective organizations of tourism companies, such as SETE (Association of Greek Tourism Enterprises), SETKE (Confederation of Business Tourism Accommodations of Greece), Hotel Federation of Tourist Accommodations and POX (Panhellenic Federaction of Hoteliers). Next, a list of 590 tourism businesses was set and the research questionnaire was sent to all of them.

All together, the same e-mail was sent to as many local collective bodies of the country could be traced. The members of the associations, units, federations responded and 302 answers were collected from 35 prefectures of the country, between the period: 05-18/04/2020. For the introduction processing, analysis and presentation of the questionnaire data, the SPSS statistic package was used as the most appropriate tool. The necessary preparation took place: coding the questions and answers, weighting, introduction of respective variables in SPSS, control and test using virtual answers. Later on, the answers to it were entered in the form of a Microsoft Excel spreadsheet, as it appeared in the google forms.

After the weighting and coding the answers data, and introducing them to SPSS statistical program, the Cronbach's Alpha was checked. Afterwards, Chi-Square and Factor Analysis tests were carried out.

RESEARCH RESULTS
Sample Identity
Answers were selected from 302 businesses, originated from 35 prefectures across the mainland and the islands. The sample includes businesses with great tourism activity, such as the Cyclades, Chania, Kephalonia, Attica, and Thessaloniki; but
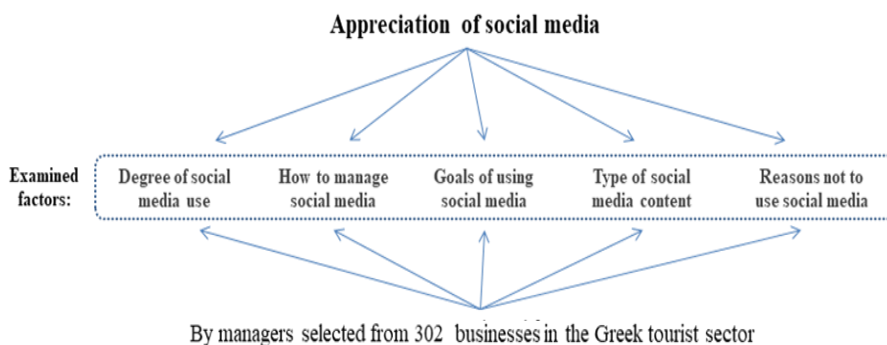
also with less tourism as Pieria, Xanthi, Fhtiotida, Grevena, etc. All businesses are small and medium-sized (with less than 250 employees, with the great majority (75.5%) to employ 1-10 employees. Nearly all businesses (98.7%) own less than 100 beds.

The 47% belong to the "furnished rooms-apartments to rent" category, and the 45.7% to the "Hotel" category. The majority of the hotels (19.2%) carry 4 stars and then there are the 3-stares hotels (17.9%), whereas the majority of furnished rooms-apartments have 2 keys and then follow those with 3 keys at a rate of 15.9%. Most businesses (25.8%) operate for 11-20 years, the next higher percentage (21.9%) are those with 21-30 years of operation, whilst the percentage of businesses operating more than 30 years is quite remarkable, which comes up to 19.9%. In regard to the use or no-use of social media 88.7% of the respondents gave a positive answer: the 89.9% of hotels and 87.3% rented rooms-apartments while studying the Homogeneity of Variation (one way ANOVA) among the different types of accommodation in relation to the use of social media, it becomes apparent that the variations do not differ (Levene p=0.156). This fact indicates that, there is no difference among the different types of accommodation in the use or no-use of social media. The businesses that belong to the smaller categories based on the keys or the stars, are the ones that present the lowest percentage of social media use, 75% in both categories. Businesses with the shortest period of operation (1-5 years) are the ones that appear to use social media the least (83.3%). Half of the businesses use social media more than 5 years whereas, the percentages are almost the same for variations of 2-3, 3-4 and 4-5 years.

Degree of use of Social Media

For the second section of the questionnaire a number of specific social media that are frequently used was initially given, namely: Facebook, Trivago, Booking.com, Instagram, Printerest, Twitter, Youtube, TripAdvisor, Facebook Messenger, and responders were asked to answer to what extend they use each one of them.

According to the findings: 27.61% make moderate use and 25.37% use Facebook a lot, 32.09% do not use Trivago and 23.88% use it a little, while the majority (57.46%) uses Booking.com very much and by 20.00% a lot. Instagram does not appear to be among the business favorites, as the largest percentage (32.09%) do not use it at all, and 19.40% make moderate use. Printerest seems to be rather indifferent to tourism businesses, as 73.88% do not use it and 13.43% use it just a little. The same thing applies for Twitter more or less, since 72.39% do not use it, 11.94% use it a little and 11.19% make moderate use. YouTube as well, do not interest the tourism business, since 54.48% do not use it, and 20.90% make moderate use. On the other hand, 84.33% deals with TripAdvisor and 28.36% vary from a little to very much. At last, 26.87% of accommodations do not use Messenger, 23.88% use it a little and 16.42% in the categories of moderate, a lot and very much. The average use of the social media networks under examination is presented in the following graph:
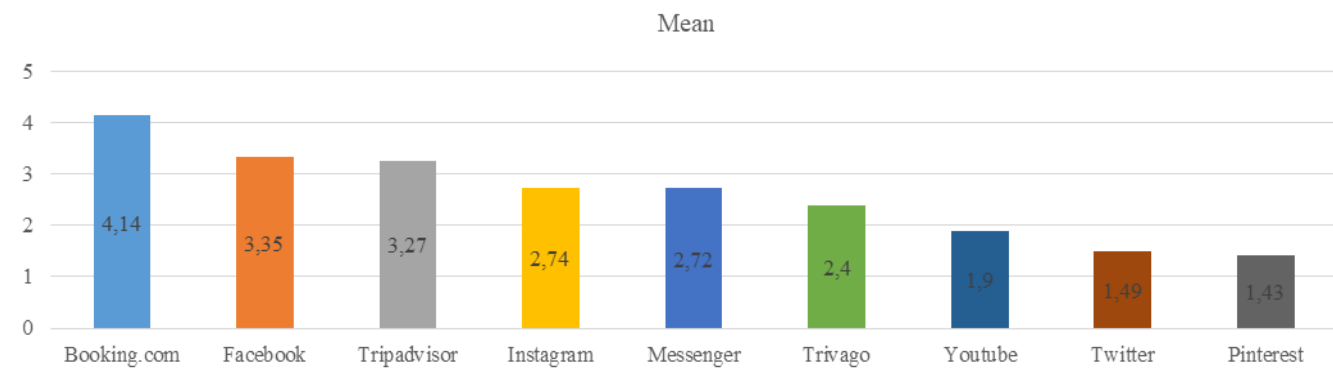

Figure 2. How do you use Social Media in your business?

As a whole, the tourism entrepreneurs of the sample seem to give priority to Booking.com and TripAdvisor, and then follows Facebook which comes first in the preferences of the users worldwide. Later, a Chi-Square test was conducted, among the businesses that use social media, in order to detect a possible relation between the type (category) of accommodation and the social media platforms they use. P values are spotted in almost all cases of >0.05, which means that there is no significant relationship between the type of the accommodation and the degree of use of each social networking platform.

Finally, there was a Factor Analysis of the questions concerning the goals from the use of social media; the value of the KMO index was found equal to 0.731, which means that all the data are appropriate for factor analysis, whereas the value p=0 shows that there is an important correlation between certain variables. The application of the method of factor analysis presented 3 factors-initial Eigenvalues with a value more than 1. In the first factor, questions (in order of importance, in relation to the load of each factor) are included: Twitter, You Tube, and Instagram. A typical interpretation of the first factor is "Social Media Platforms of special interest". The second factor includes questions (in order of importance, in relation to the load of each factor): Trivago, TripAdvisor, and Booking.com. A typical interpretation of the second factor is "Booking Platforms". The third one includes the questions (in order of importance, in relation to the load of each factor): Instagram, Messenger, and Facebook. A typical interpretation I: "The most common social media platforms nowadays". The use of Instagram participates in both the first and third factor with more or less the same percentage.

How to manage Social Media

The following question of the second section of the questionnaire was relevant to how businessmen manage social media; it became quite clear that the management is done only by the businessmen themselves. 68.66% of them manage social media by

themselves, 14.18% by themselves but they seem to appoint certain services to professionals, 11.19% receive instructions from professionals, and only 5.9% hire professionals, as shown in the following chart:
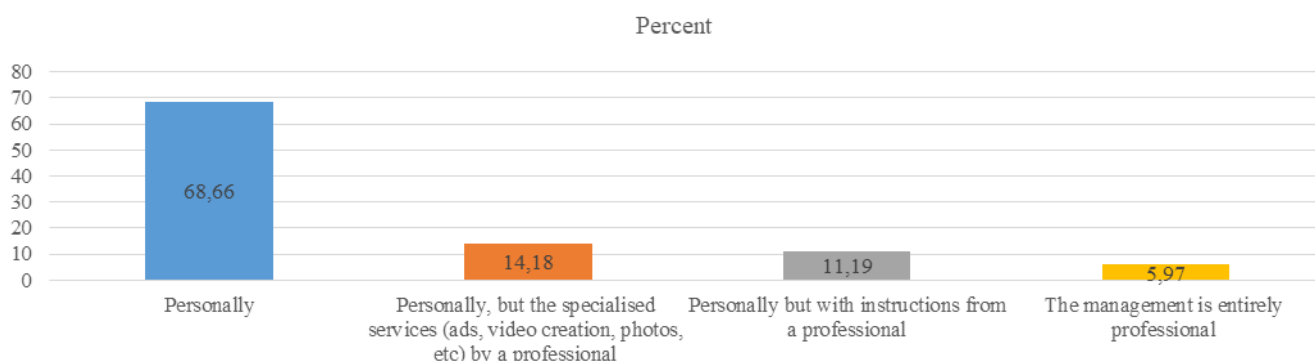

Figure 3. How do you manage Social Media in your business?

The way of managing social media is relevant to the size of the accommodation in beds (Pearson Chi-Square = 46.704, p=0.000<0.05), to the type of accommodation (Pearson Chi-Square = 35.226, p=0.002<0.05) and the number of employees (Pearson Chi-Square = 33.565, p=0.000<0.05) that it is obvious that only large hotel units appoint the management of social media to professionals. Therefore, assumption number 2 is verified = H2: The management of social media is done mainly by businessmen themselves without any professional guidance or help; with the exception of large hotel units that either appoint the whole social media management to professionals, or appoint them specialized relevant services. Later on, respondents were asked whether the results - benefits of social media (ROI) are of any importance to them. 46.27% claimed that they do measure the effectiveness of the use of social media, but on the other hand 53.73% do not.

Objectives of using Social Media
A set of 12 questions relevant to the objectives of using social media by tourism businesses followed next, aiming to investigate whether there are certain objectives and to what extent they are of interest to businessmen. As a result:
- Businessmen are highly interested in promoting their business (47.01%) and only 26.87% a lot.
- Recognition is of primary importance to a rate of 37.31% of the respondents and a lot for 21.64% of them.
- Engagement of (potential) costumers is of moderate interest (30.60%) and very much 21.64%.
- Communication with the costumers and improving their relationships with them is a major objective for the respondents 32.84%, whereas a 25.37% is partially interested or a little.
- Attracting new customers is a goal of using social media with a very high score 37.31%, and a moderate score for 25.37%.
- The objective of the "Development of new services based on the interests of the customers" is of moderate (25.37%) and very high interest (21.64%).
- The majority of the respondents uses social media in order to create offers, ranging equally from "a little" to "very much".
- The degree of interest to create business relationships through the use of social media is moderate (31.34%) and very much in 20.15% of the respondents.
- The reduction of advertising expenses is moderate (24.63%) to very much (21.64%) through the use of social media.
- The majority of the respondents uses social media to gain competitive advantages.
- The use of social media with the purpose to find and employ staff is very low (none: 49.25%, and a little 20.45%).
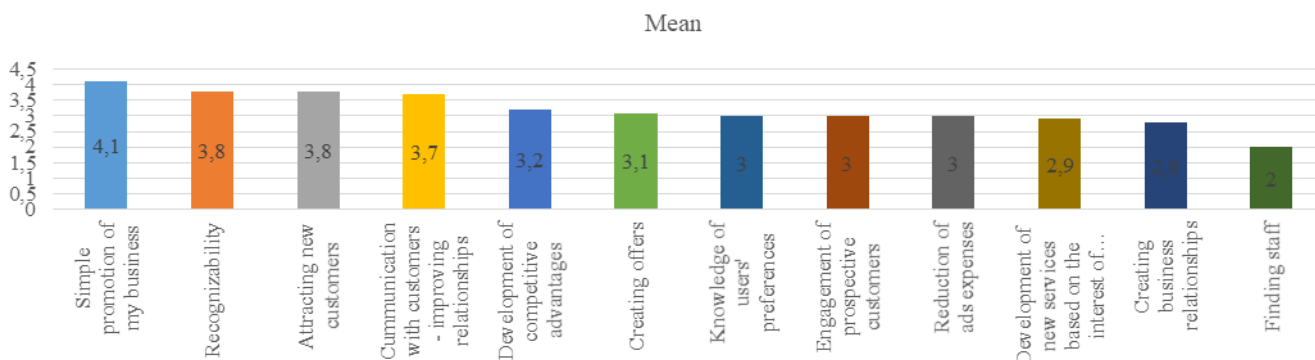

Figure 4. To what extent do you use social media to achieve the following sub-goals?

After controlling the averages of the degrees of using the social media to achieve these specific objectives (Figure), it is clear that the primary objective of the businesses is their mere promotion, then follows recognition, and later on the attraction of new customers, and lastly, on a declining course, communication with customers, creation of offers, development of competitive advantages, knowing users interests, new customers engagement, reduction in advertising costs, new services development relevant

to the interests of the customers, establishing business relationships and finally, finding personnel, showing a very little interest. Lastly, after the final Analysis check of the questions concerning the objectives of social media use, the value of KMO index was found to be equal to 0.903, rather high and above 0.8, which means that the data is not appropriate for productive analysis.

Type of Content on Social Media

The following questionnaire questions investigated the type of content of social media posts monthly. Possible answers are also presented on five-point Likert scale:

- Almost the total of the respondents publish photos of general interest: a lot (49.25%) and very much (30.60%)
- However, they avoid posting customers photos in a rate of 40.30%, while 19.40% claimed they do post photos of this kind.
- A big percentage of respondents post a little (20.90%) or no video-content at all (27.61%), while 17.91% stated that they post videos a little.
- There seems to be a preference to post the business services on social media, 29.10% saying "a lot", 26.87% "moderate" and 23.88% "very much".
- Moreover, almost the total of the respondents prefer to "upload" events on social media a little (22.39%) - to a lot (17.16%).
- Businessmen do not pay attention to questionnaires on-line, since in their majority and at a rate of 62.69% do not care about them, and only a 17.91% deals with them.
- However, they seem to use social media in order to promote offers; the largest percentage of respondents (24.63%) "a lot", and "very much" 20.90%.
- In addition, guests' reviews appear to be a favorable topic, since 85% post reviews at a range of "a little" to "very much".
- There is also a preference for content of general interest, whereas only a 12.69% of the respondents do not deal with this kind of content.

By examining average rates, on increasing ranking of content's preferences of social media posts, is formed as shown in the following chart:
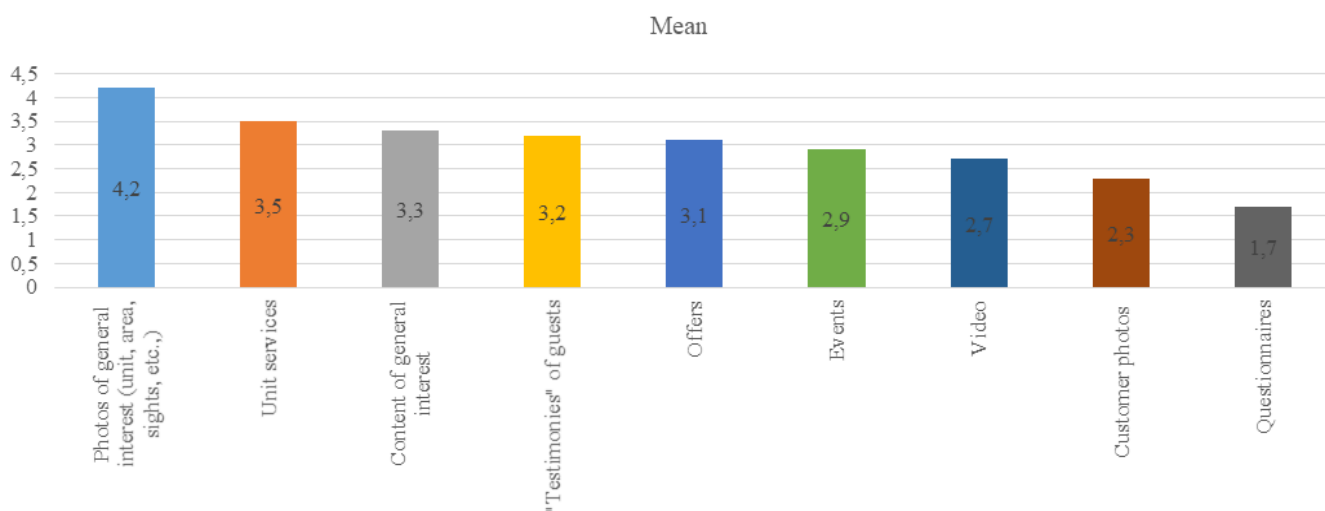

Figure 5. Content Type

During the Chi-Square test of cross-tabulations among all accommodation features and the types of content that they use on social media, it became clear that there is a connection between the location of the accommodation and the number of photos of general interest posted on-line (Pearson Chi-Square=232.986, p=0.000<0.05). There is also a connection between the capacity of the accommodation and events posting (Pearson Chi-Square = 24.727, p=0.016<0.05), with 21-50 bed accommodation preferring to post events. There seems to be no other connection between the contents of posting on social media and the accommodation features. However, there is an obvious connection between spending time on social media and posting general interest photos (Pearson Chi-Square = 44.996, p=0.006<0.05). The more businesses use social media, the more they prefer to post this type of content on-line. Furthermore, there is another connection between spending time on using social media and posting the unit's services (Pearson Chi-Square = 37.706, p=0.037<0.05). Participants were asked to answer the question: "14. How often do you update the content of your pages on Social Media within a month (on average)"? They majority of them (83.85%) update their pages 1-10 times a month, whereas a percentage of 10.45% of them update their pages 11-20 times. A Chi-Square test was performed along with correlation coefficient between the frequency of content updating and all the previous questions, according to which there seems to be no correlation; for example, the frequency with which businessmen post any content.Conclusively, a Productive Analysis test of the questions relevant to the goals for the use of social media, showed that the value of the KMO index was found to be 0.812, which means that the data are appropriate for productive analysis, as the value p=0 indicates that there is an important correlation among certain variables. The application of the method of productive analysis indicated two factors. The first one includes the following questions (in order of importance, depending on the importance of each factor): Offers, Photos of general interest, Services of the unit, Content of general interest, Events, "Reviews" of guests. A typical interpretation of this one could be: "General Content". The second

includes the following questions (in order of importance, depending on the significance of each factor): "Reviews" of guests, Customers Photos, Videos, and Questionnaires. A typical interpretation of the second factor could be: "Specialized, personalized content". The posting of events exists in both factors with a greater significance in the first one (0.547 & 0.309 respectively).

Reasons for not using Social Media

The third section of the questionnaire was seen only by the businessmen who do not use social media, where two specific questions were included: "Why don't you use Social Media in your business;" the possible answers were: {1. I do not require the appropriate knowledge, 2. There is no required time, 3. I am afraid (of negative reactions-comments, user's rating, possible mistakes, etc., 4. I do not think they can be useful, 5. I cannot afford to hire a professional, 6. Addition of "Free choice"}, and secondly, "However, is it likely to add social media use in your business strategy sometime in the future?" with possible options, Yes or No. 26.67% of respondents suggest that they do not use social media because there is no required time and because they cannot afford a professional fee (same percentage). 20.00% reply "I do not possess the required knowledge", and another 20.00% response "I do not think can be useful". At last, 6.67% say that they are afraid of the negative reactions of users. All answers are independent and unrelated to the features of accommodation. Yet, just over two-thirds of those who do not use social media consider future use possible. In addition, all answers are independent of any feature of the accommodation profile.

CONCLUSIONS

The examination of how and why small and medium-sized tourism hosting businesses use social media is the fundamental subject of this specific research. According to the findings of the primary research, the majority of businesses uses social media, regardless of their type (rooms to let, villas, hotels, e.tc.). 90.3% of the businesses with 2 keys use social media, 87.5% of them with 3 keys and 84.6% of them with 4 keys use social media pages. Respectively, 85.7% with 2 stars, 88.9% with 3 stars and 93.1% of the businesses use social media. However, businesses that belong to smaller categories (75% of them with 1 key or 1 star) use social media in the lower rate. All businesses have been using social media for years and most of them for more than 5 years. Thus, it becomes evident that the degree of the invasion of social media is great in small and medium-sized businesses as well, regardless of whether their characteristics follow the current trend.

After studying the answers of the respondents, it has become obvious that the management of social media pages is mostly done by the businessmen themselves, with 14% of them to appoint specialized services to others. However, only large hotel units seem to appoint management exclusively to professionals, confirming this way the second assumption of this study, that basically, businessmen use social media by themselves without any professional guidance or assistance.

As far as it concerns the goals of using social media, it is a fact that all businesses independently target to their mere presence, then recognition, thirdly new customers attraction, and next follow communication with the customers, offers creation, competitive advantages development, users' preference knowledge, (potential) customers' involvement, advertising costs' reduction, and finally, hiring personnel, showing no special interest. Thus, businessmen seem to be content with their mere presence on social media and their approach is mainly for informative and advertising purposes. These findings are in accordance to foreign past studies (e.g. Yilmaz, 2019), coming to the conclusion that businesses use social media for advertising ignoring other potentials, as communication management with the customers.

The previous assumption becomes stronger depending on the content they prefer to post on social media platforms: mainly general interest photos, units' services presentation, offers for simple promotion and recognition, and hardly any customers' involvement content nor videos that are regarded as the highlight of content. Productive Analysis showed that the businessmen who make general interest content posts (Offers, Photos of general interest, Services of the unit, Events, Guests' reviews) are very content with social media use. Moreover, it seems that the more they post general interest content, they more the use booking platforms (Booking.com, TripAdvisor and Trivago). Nevertheless, videos themselves, as a content or a means for advertising on social media are emerging all the more. "During the past years short videos have become most loved on the Internet" as Liu et al. (2019) report in their work "Research on the Influence of Social Media Short Video Marketing on Consumer Brand Attitude", claiming that the effective use of short videos on social media has become a hot issue among academia. It has become evident that social media use is performed although it hasn't yet been integrated in the general strategic businesses' promotion, so to speak, without a specific plan or goals, without apprehension or benefit of all advantages and without any performance measurements. These are 11.30% of the respondents who do not use social media, mostly because there is no required time or because they cannot afford the cost of a professional.

In general, according to the international social media and economic current agenda social CRM is crucial for every tourism business, meaning that social media and businesses' strategies should be fully integrated. However, in order to achieve social CRM businessmen before all, should realize its importance and then apprehend the potentials of social media use, be aware of the fact that social media pages and web sites as well, are powerful investment tools, for which there are specific ways and agents to measure their performance. Social media use needs to be based on a strategy, along with specific goals, steps and measurements, while making use of all its potentials. It should be part of a more general strategy on behalf of the tourism business, and not taken as an, almost unknown, tool for the mere promotion of the business.

This paper could be expanded with the examination of social media use in places around the country or depending on different tourism types (healing, religious, athletic, etc.), or by tourists' categories. Furthermore, businessmen themselves could report their goals, if any and their expectations from using social media, as well as ask themselves whether they acknowledge certain characteristics. There is no doubt, that further investigation must take place, as small and medium-sized tourism businesses around the country, although they have been using social media for years, they don't seem to be fully aware of them nor follow a strategy, and finally, due to the fact that relevant research is not satisfying.

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