

EXPLORING THE EFFECTS OF INSTAGRAM AND TWITTER ON HOSPITALITY AND TOURISM GROWTH IN THE ONDO STATE, NIGERIA.

**¹Osuoha Ifeanyi Jude, ²Nnamdi Stanley Chibueze, ¹Aina Stella Oluwatoyin Folajimi and
¹Ogunaike Kehinde Favour**

Corresponding author: ifeanyi.osuoha@fuoye.edu.ng, +2348067116116

ORCID ID: 0009-0007-6913-6765

Article Info

Keyword: Instagram, Twitter,
social media, Tourism and
Hospitality

DOI

10.5281/zenodo.14615265

Abstract

This study explored the effects of Instagram and twitter on hospitality and tourism growth in Ondo state, Nigeria. This study specifically examines the effects of Instagram's features on hotel advertising and the effect of Twitter electronic platform handle promotion influence on tourists' decisions to visit a site. This study acknowledged that the hospitality and tourism industries in Nigeria have not fully adopted the use of Instagram and Twitter as platforms for their business success. The study employed the survey research method to collect primary data by administering a questionnaire. Secondary data were collected from textbooks, journal articles, and online papers. The study population comprised 60 frontline staff members from selected hotels and tourism centers in Ondo State. Data from the questionnaires were collected and organized using frequency tables and simple percentages. A simple percentage was used to analyze the opinions of respondents on specific questions. The theories adopted for this study are; New media theory and Social Exchange Theory. The study revealed that the most used and preferred social media platforms in the hospitality and tourism industry are Instagram, and Twitter platforms. Based on the findings, it was recommended that qualified human cadres are required to effectively utilize social media platforms to strengthen the relationship between tourism sites and visitors in the hospitality industry. The study concludes that although people have different perceptions toward online services, Instagram and Twitter have been acting so fantastically even in today's hospitality and tourism industry.

¹ Department of Hospitality and Tourism Management, Faculty of Agriculture, Federal University Oye-Ekiti, Ekiti State, Nigeria.

² Department of Hospitality Management and Technology, International Institute of Tourism and Hospitality, Yenagoa, Bayelsa State.

INTRODUCTION

Social media has recently been adopted by a small group of organizations' integrated marketing plans. Therefore, infusing a mix of advertisement, public relations, and sales promotion to produce a customer-focused message. With the evolution of platforms such as Instagram and Twitter, we have the opportunity for exceptional guest access (Lanz, Fischhof, & Lee, 2010). Since social media is so available to anyone with an internet connection, it should be a platform that can be recommended to the hospitality industry to increase their brand awareness and facilitate direct feedback from their customers.

A business that understands the advantages of Instagram and Twitter, which are a subset of social media, is well aware that these platforms are essential in developing new business in the current competitive and online-driven marketplace. Although social media is a relatively new type of media, its worldwide popularity is undeniable. According to comScore (2008), social media reached a penetration of 70.2%, 74.6%, and 60.6% in the United States, Europe, and Asia-Pacific, respectively. Today, it's anything but smart to depend just on customary media for promoting, nor is it satisfactory for organizations to simply move disconnected deals materials to the web. Organizations should know how to use intelligent media to speak with their clients.

Whenever used successfully, virtual entertainment can be used as an instrument to construct brand faithfulness within the local area, foster relationships with buyers, and create a web-based dissemination channel (Chan and Guillet, 2011). Because of this development, publishing content to a blog and different types of online entertainment have been embraced by many organizations. At this point to date, showcasing through SM has gotten shockingly minimal scholastic consideration (Colliander and Dahlen, 2011). Chan and Guillet (2011) noted that neighborliness and the travel industry have executed broad advertising endeavors through Instagram and Twitter to advance their administrations and offer items offering limits and specials to likely purchasers. Other well-known exercises included answering clients' surveys, taking care of protests, and holding challenges. Twitter and Instagram are virtual entertainment locales used in the neighborliness and travel industries.

Statement of the problem

The hospitality and tourism industries are now playing a major role in economic development and survival and are strong drivers of new innovations that are a force in job creation and economic advancement of a nation. However, most hospitality and tourist sites in developing countries like Nigeria have not fully adopted Instagram and Twitter marketing strategies to enhance their services. Instagram and Twitter as social media platforms offer great opportunities for hotels and other tourist sites to market their products, services, or ideas on the internet through different social networks. The most common and successful means of social media marketing are found on sites such as Twitter and Instagram.

A limited number of studies have investigated the use of Instagram and Twitter for the service delivery of hospitality businesses in a developing country like Nigeria. However, the lack of research on Instagram and Twitter use in the hospitality and tourism industry provides the motivating force for this study to address the gap and contribute to existing knowledge in the area.

Aims and Objectives

The main objective of this study is to determine Instagram's impact and Twitter on the hospitality and tourism industries. However, it is hoped that this research will achieve the following specific objectives:

- i. identify the effects of Instagram electronic platform features on hotel advertising
- ii. Identify the effect of Twitter's electronic platform promotion on tourists' decision to visit a site?

Research Questions

The research questions are examined to

- 1) The effects of Instagram's electronic platform features on hotel advertising
- 2) What extent does the promotion of Twitter influence tourists' visits to sites?

Hypotheses

H₀1: Instagram's electronic platform features have no significant effect on hotel advertising

H₀2: Twitter promotion has no significant influence on tourists' decision to visit a site.

The significance of the study

This study will help managers in the hospitality and tourism industry understand the usefulness of Instagram and Twitter platform marketing in terms of hospitality and tourism patronage. Findings from this study will also contribute to the literature on this topic.

This research will contribute to knowledge in the university system and will also assist universities in assessing the performance of their students in the area of research. Furthermore, this document will serve as a secondary literature resource for the school library.

Scope of the study

The scope of this work is limited to the impact of Instagram and Twitter on the hospitality and tourism industries. Geographically, the scope of this study is limited to Instagram and Twitter platforms used by the hospitality and tourism industries in Nigeria. In terms of unit scope, the research covers different types of social media used in the industry to advertise and market services, such as Instagram and Twitter.

LITERATURE REVIEW

Instagram

Instagram is a suitable option for companies that heavily depend on the visual presentation of their products and services (Agius, 2015). This is particularly true of the hospitality industry, where the architecture and interior design of properties have a large impact on consumer choices. With over 800 million users, Instagram is undoubtedly the most successful online photo-sharing platform. It allows users to share pictures and videos either publicly or with a selected group of people.

Instagram is also suitable for brands that target the millennial demographic because the majority of Instagram users are below 35. Nevertheless, the statistics show that older generations have also begun to embrace the platform. The gender distribution is almost equal, with women slightly outnumbering men ("Distribution", 2018).

Hotels need to be active when it comes to "liking" and commenting on guest posts to manifest signs of interest (Smith, 2016). User-generated pictures help spread word-of-mouth communication and give signs of credibility as they come from ordinary travelers or travel influencers. Additionally, hotels might consider embedding Instagram feeds on their websites to leveraging the power of their customers.

Twitter

According to Wendy (2010), Twitter is an effective medium for communication, whether through reading or receiving the latest news in virtual conversations and building community. That is why Twitter is on. The apparent advantage for the hospitality industry to utilize social media is for the purpose of customer service, and Twitter is the ideal medium for resolving customer-related issues or simply leaving a positive impact on the guest with a simple "thank you or you are welcome" tweet (Mowat, 2010). Hospitality businesses regardless of size—be it the largest hotel chain to the boutique hotels—have found their own exclusive way to harness the power of Facebook and the distribution possibilities made available via Twitter. Hotels using social media tools are encouraging their customers to use Twitter to voice their opinions.

Conceptual Framework

The types of Social Media Platforms mostly used in the hospitality and tourism industries

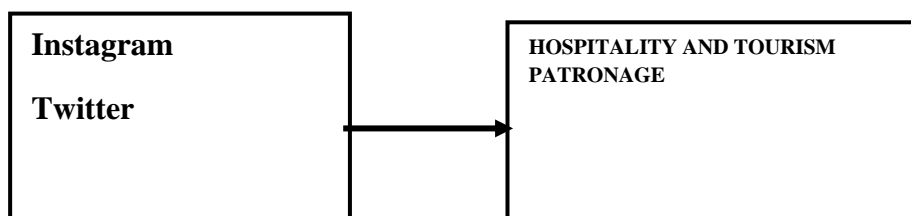


Figure 1: Major Social Media platform adopted in this study.

Theoretical Literature

This study is anchored on social Exchange theory.

Social Exchange Theory

Given that all social media are dependent on users providing content, an understanding of the motives behind individual participation is fundamental. Social exchange theory originated from sociological studies exploring exchange between individuals or small groups (Mcray, 2015).). The theory mainly uses cost-benefit framework and comparison of alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges (Roeckelein, 2018). They communicate or exchange with each other contingent on reciprocal actions by the other communicating party (Mcray, 2015).

This study adopted Social Exchange Theory because it recognizes the need for individuals to engage in behaviors, they find rewarding and avoid behaviors that have too high a cost. Social media platforms are good for the hospitality and tourism industry in Nigeria; hence, they will help them advertise their services before the arrival of customers from a faraway country. They communicate or exchange with each other contingent on reciprocal actions by the other communicating party. Tourists could easily communicate with hotel and site managers and book rooms in advance through social media sites.

Theoretical Orientation

A theoretical orientation is a type of specialized and individual style or approach to a given situation. The theoretical orientation of this research is based on new media theory despite the fact that other theories were used in this research.

New media theory conceptualizes the implications of digital technologies: from the novel sociopolitical configurations fostered by computer-mediated communication, to the esthetic and cultural significance of digital culture.

In relating this theory to the happenings in the Nigeria hospitality and tourism industry as it relates to the use of social media, one would argue that the quest to promote hotel services across the country has necessitated the use of social media. Conversely, social media has been influencing how society responds to tourism and hospitality industry services since. hotels now send links to tourists through video clips, instant messages, and advertisements displayed on social media.

Empirical Literature

Negedu (2020) investigated the Importance of WhatsApp and Facebook advertising in small business startups in Nigeria. The research was carried out in the Abuja Municipal Area Council. The appropriate literature has been adequately reviewed. Data were analyzed using the statistical package for social sciences (SPSS) software. Survey data were distributed to 438 respondents. The survey method was used to obtain responses on the contributions and impact of social media. The study opined that small and medium enterprises (SMEs) are widely belied to be an essential ingredient for economic growth, the performance of current policies are identified and proposals are offered to address the impediments. The results of the survey analysis were presented in the form of frequency tables, bar charts, and histograms, and a detailed summary was carefully explained by the researcher afterwards. The study showed that social media advertisements not only has a positive impact on business growth in Nigeria and has the potential to improve the ease of doing business in Nigeria if research recommendations are followed and adequate improvements are made. The study suggests that governments must ensure low-cost, tax-free online advertisements for start-up businesses.

Akyu et al., (2018) explored the impact of web-based entertainment on representative execution in small and medium scale ventures in Nigeria. The review involved relapse and connection as well as mean in dissecting the

information with the guide of SPSS, 25.00. The concentrate was additionally subjected to an unwavering quality test to determine whether the instrument was solid. The investigation revealed that there is a positive relationship between representative responsibility among SMEs in North Focal Nigeria and Facebook. The review analyzed the impact of virtual entertainment on worker exhibitions among SMEs in North Focal Nigeria. Additionally, there is a positive correlation between Twitter and employee commitment among SMEs in the North Central of Nigeria, as well as a positive correlation between YouTube and employee commitment among SMEs in the North Central of Nigeria. The concentrate also presumed that there was an unimportant connection between web-based entertainment and representative presentations among SMEs in North Focal Nigeria.

METHODOLOGY

Research Design

This study adopted a descriptive design. Orodho, (2004) argued that descriptive design is helpful when producing information that is of interest to policymakers even in business.

Population of the Study

The study population comprised 60 people. It is drawn from Heritage Continental Hotel, with 20 staff, Continent Hotel Akure, with 10 staff, Idanre Hill, with 13 staff and Ebomi Lake, with 17 staff. Only front desk staff who recorded visitors were used since the work focused on electronic platforms used. The population is presented in the following table:

Sample Design

It is relatively difficult to cover the entire population of this study; hence, only a part of the population is studied, and the selection is made in such a manner that the sample will be a good representative of the entire population.

Sample Unit

The study sampling units included front desk staff and tourist site attendants.

Sample Size

Alugbuo (2005) defined sample size as the optional number of sampling units or elements that should be sampled, interviewed, or those that can be useful in the study. Because the entire population was large, a portion of the population was selected. Taro Yamane's formula was used to determine the sample. The Taro Yamane formula is as follows:

$$N \frac{\quad}{1 + N (e)^2}$$

Source: Ogboshi, 2006

Where;

- n = Sample Size
- N = Population of the study
- e = Tolerable error 5% (0.05)
- I = Constant number values

Where:

; n = sample size

e = margin of error = 5% or 0.05.

$$n = \frac{60}{1+60(0.05)^2}$$

$$n = 60$$

$$\frac{60}{1+60(0.0025)}$$

$$n = \frac{60}{1+0.15}$$

$$n = \frac{60}{1.15}$$

$$n = 52$$

The size was determined in such a way that it was not too small or too many but was chosen as a tolerable representation of the many that were not sampled.

Research Instrument

The research questionnaire was used to collect data on the relationship marketing and sales performance of restaurants in the study area. The questionnaire was constructed using a five-point Likert scale (SA = Strongly Agrees, ID, = Undecided, A = Agree, SD = Strongly Disagree, and D = Disagree). Thus, respondents were asked to select their own choice of Likert scale alternatives to specify their level of agreement or disagreement with each statement.

The reliability of the Instrument

To determine the consistency of the instrument, a test/retest exercise was carried out by the researcher. This is done to determine the reliability of the research instrument. The instrument was first administered to 20 staff members at selected hospitality and tourism sites in Ondo. After 3 weeks, the patient was re-administered. The data obtained were subjected to statistical analysis using Spearman's rank correlation coefficient". The researcher used the tool to determine the relationship between the independent and dependent variables. This study was considered highly adequate. This is based on Asika's recommendation (2008)

Validity of the Instrument

The questionnaire was subjected to face and content validation. In doing so, the initial draft of the instruments, besides the supervisors, was given to some experts who, after scrutiny, suggested corrections that were included on the final copy that were administered to the respondents.

Sources of data

Primary sources of data were used as a means to collect first-hand information by administering questionnaires. Respondents representing the tourist site attendants, religious leaders, and tourists were the major respondents who completed the questionnaire. Closed ended questions were used to elicit responses from the respondents.

Statistical Method of Data Analysis

Data from the questionnaires were collected and organized using frequency tables and simple percentages. A simple percentage was used to analyze the opinions of respondents on specific questions. the highest percentage response represents the opinions of the majority. The simple percentage formula is as follows:

$$\frac{X}{N} \times \frac{100}{1}$$

Where;

X = True outcome

N = Total number of possible outcomes.

The hypotheses were also tested using Spearman's rank correlation coefficient. This means that the statistical tool adopted in this study (for testing the hypotheses) is "Spearman's ranking correlation coefficient". The researcher used the tool to determine the relationship between the independent and dependent variables.

The Spearman ranking correlation coefficient is:

$$\text{Reliability of a full test} = 2 \times \text{Reliability of 1}^{\text{st}} \text{ test} \frac{1 + \text{Reliability of 2}^{\text{nd}} \text{ test}}{1 + \text{Reliability of 1}^{\text{st}} \text{ test}}$$

Source: Iwuji (2001)

Substituting the formula, we have

$$\text{Reliability co-efficient} = 2 \times 0.58 \frac{1 + 0.56}{1 + 0.56} = \frac{1.16}{1.56}$$

Reliability index = 0.74

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

It should be noted here that Sixty questionnaires (60) distributed to the sampled population; only 50 copies were properly filled out and returned.

THE SUBJECT MATTER (BASED ON RESEARCH QUESTIONS AND HYPOTHESES)

RESEARCH QUESTION 1: Do Instagram electronic platform features affect hotel advertising?

Item 1: Instagram helps create social awareness

Table 1: Response on whether Instagram platforms help create social awareness

Detail	Frequency	Percentage (%)
Strongly agreed	18	36
Agreed	15	30
Undecided	13	26
Disagreed	2	4
Strongly disagreed	2	4
Total	50	100

Source: field survey, 2024.

Table 1 indicates that 18 respondents (36% strongly agreed, 15 respondents (30%) agreed, 13 respondents (26%) were undecided, 2 respondents 4% disagreed, and 2 respondents 4% strongly disagreed. The responses proved that Instagram helps create social awareness in the hospitality industry.

Item 2: Instagram allows hotels to advertise new products and services to targeted visitors.

Table 2: Response on whether Instagram allows hotels to advertise new products and services to targeted visitors.

Detail	Frequency	Percentage (%)
Strongly agreed	18	36
Agreed	12	24
Undecided	7	14
Disagreed	8	16
Strongly disagreed	5	10
Total	50	100

Source: field survey, 2023

Table 2 indicates that 18 respondents (36% strongly agreed, 12 respondents (24%) agreed, 7 respondents (14%) were undecided, 8 respondents (16%) disagreed while 5 respondents (10%) strongly disagreed. This shows that Instagram allows hotels to advertise new products and services to targeted visitors.

RESEARCH QUESTION 2: What extent does the promotion of Twitter influence tourists' visits to sites?
Item 3: Instagram's electronic platform enables 24-hour promotion of new products and services to potential hostel visitors.

Table 3: Response on whether Instagram enables 24-hour promotion of new products and services to potential hostel visitors.

Detail	Frequency	Percentage (%)
Strongly agreed	22	44
Agreed	12	24
Undecided	15	30
Disagreed	-	-
Strongly disagreed	5	10
Total	50	100

Source: field survey, 2024.

Table 3 indicates that 22 respondents (44% strongly agreed, 12 respondents (24% agreed, 15 respondents (30%) were undecided, none of the respondents (0% disagreed) and 5 respondents (10%) strongly disagreed. The respondents strongly agreed that Instagram's electronic platform enables 24-hour promotion of new products and services to potential hostel visitors.

Item 4: Twitter promotion creates a bond between visitors and the tourist site.

Table 4: Response on whether Twitter promotion creates a bond between visitors and the tourist site.

Detail	Frequency	Percentage (%)
Strongly agreed	17	34
Agreed	15	30
Undecided	13	26
Disagreed	3	6
Strongly disagreed	2	4
Total	50	100

Source: field survey, 2024.

Table 4 indicates that 17 respondents representing 34% strongly agreed, 15 respondents representing 30% agreed, 13 respondents representing 26% were undecided, 3 respondents representing 6% disagreed, and 2 respondents representing 4% strongly disagreed. The responses prove that Twitter promotion creates a bond between visitors and the tourist site.

TEST OF HYPOTHESES

Here, the stated hypothesis in Section 1 is tested using the "Spearman's Rank correlation coefficient" tools.

Hypothesis One

H₀ Instagram's electronic platform features have no significant effect on hotel advertising.

H₁ Instagram's electronic platform features have a significant effect on hotel advertising.

Table 5: Using table 4 and table 5 solving hypothesis one

Responses	Table 3	Table 4	(RX)	RY	D	D ²
Strongly agreed	22	17	5	4.5	0.5	0.25
Agreed	12	15	3	4.5	0.5	0.25
Undecided	15	13	3	3	0	0
Disagreed	-	3	-	1	1	1
Strongly disagreed	5	2	0.5	1.5	-1	1
Total	50	50				2.5

Source: tables 3 and 4 from fieldwork

Using the Spearman's formula

$$R_s = \frac{1 - 6 \sum d^2}{n(n^2 - 1)}$$

$$N(5^2-1)$$

$$R_s = \frac{1-6(2.5)}{5(5^2-1)} = \frac{14}{5(24)}$$

$$R_s = \frac{1-14}{120} = 1-0.125$$

$$R_s = 0.1166$$

Based on the above analysis, Instagram's electronic platform features have a significant effect on hotel advertising.

Restatement of Hypothesis 2

Ho Twitter promotion has no significant influence on tourists' decision to visit a site.

H1 Twitter promotion has a significant influence on tourists' decision to visit a tourism site.

Table 6: Using table 2 and 1 to solve Hypothesis 2

Responses	Table 2	Table 1	(RX)	RY	D	D ²
Strongly agreed	18	18	5	5	0	0
Agreed	12	15	4	14	0	0
Undecided	7	13	2	3	1	1
Disagreed	8	2	3	4.5	1.5	2.25
Strongly disagreed	5	2	1	0.5	0.5	0.25
Total	50	50				3.5

Source: tables 2 and 1 from fieldwork

Using the Spearman's formula

$$R_s = \frac{1-6\sum d^2}{N(5^2-1)}$$

$$R_s = 1 \text{ for } 1 \quad \frac{6(3.5)}{5(5^2-1)} = \frac{2}{5(24)}$$

$$R_s = 1-21/120 = 1-0.175$$

$$R_s = 0.825$$

Based on the above result, the promotion of Twitter has a significant influence on tourists' decision to visit a tourism site.

DISCUSSION OF FINDINGS

Based on hypothesis 1, this study discovered that Instagram's electronic platform features have a significant effect on hotel advertising. This can be confirmed in table 3 and 4. This is in agreement with Anaeto., Ojunta and Lakanu (2017) that Instagram is the most effective and widely used social media platform for promotion in the hospitality and tourism industry.

From hypothesis two, this study found that promotion of Twitter has a significant influence on tourists' decision to visit a tourism site. This was confirmed in table 4.1 and 4.2. This finding is in agreement with Ladokun (2019), who noted that Twitter and Instagram are the major social media employed by SMEs to exploit the competitive advantages.

SUMMARY, CONCLUSION, AND RESULTS

In this section, a substantive summary of the findings, recommendations based on the evidence of the study, and conclusions are presented.

Summary

This study analyzes the impact of Instagram and Twitter on the hospitality and tourism industry: a study of selected electronic platforms. To achieve the objective, a questionnaire was designed, developed, and standardized for collecting data.

However, the collected data were analyzed using frequency distributions, percentages, and Spearman's rank correlation coefficient. Two (2) hypotheses were developed and tested, and the research questionnaire was completed. The study revealed that Instagram and Twitter were the most used and preferred social media platforms in the hospitality and tourism industry.

The study also revealed that there is significance in the use of Instagram and Twitter as social media electronic platforms in the hospitality and tourism industries.

Conclusion

Despite people having different perceptions toward online services, Instagram and Twitter electronic platforms have been acting so fantastically even in today's hospitality and tourism industry, not as a globalization tool that keeps bringing people across the world together but also as the vehicle increasingly helping hostels and tourist sites to gain traffic or attention to their own websites, usually through the use of Links via the adverts they place on social media platforms like Twitter, Instagram etc.

Recommendations

Based on the findings of this study, the study recommends that there is a great emerging opportunity for marketing services not only in the locality market anymore but now to the entire world via social media networks. Therefore, all hotels and the entire hospitality industry that crave growth should dive into social media networks (marketing).

REFERENCES

- Alugbuo, C. C (2005). Introduction to research methodology. Owerri: Credo Publishing.
- Chan, N. L., & Guillet, B. D. (2011). Investigation of Hong Kong's social media marketing practices in the marketing of social media websites? Journal of Travel & Tourism Marketing (28), 345-368.
- Colliander, J., & Dahmén, M. (2011). Following a fashionable friend: The power of social media. Journal of Advertising Research, 51(1), 313-320.
- Mackenzie, J. (2009). Hyatt concierge: The future of twitter?. Retrieved from http://www.4hoteliers.com/4hots_fshw.php?mwi=4234
- Mcray, J. (2015). ["Leadership Glossary: Essential Terms for the 21st Century"](#). Credo Reference. Mission Bell Media. Retrieved October 21, 2018.
- Mowat, B. (2010). Social media: Is it a friend or foe? Canadian Travel Press, 42(26), 8-22. Retrieved from Hospitality & Tourism Complete
- Obar, Jonathan A.; Wildman, Steve (2010). ["Social media definition and the governance challenge: An introduction to the special issue"](#). Telecommunications Policy. 39 (9): 745–750.
- Zuckerberg, M. (2010). "Building the Social Web Together". Retrieved on June 4, 2024, from <https://techcrunch.com/2010/04/21/zuckerbergs-buildin-web-default-social/>