



**THE ROLE OF 'INSTAGRAM MARKETING' IN THE PROGRESS OF THE HOTEL
INDUSTRY: A CRITICAL STUDY**

PROF. DR. D. S. BORKAR

Department of Commerce

Head, Business Law Board

Shri. Shahu Mandir College, Parvati, Pune -

411009

SURAJ CHANDRAKANT BHISE

Shri. Shahu Mandir College, Parvati, Pune -

411009

Abstract:

In today's modern era, social media marketing has become a crucial necessity for successfully running any business. Social media is proving to be extremely useful in every sector of business. One of the significant sectors among many is the hotel industry. This research paper studies the contribution/impact of Instagram, a social media marketing platform, on the progress of the hotel business. In the hotel business today, it's not enough for the food to simply taste good. It is equally important that your hotel and your special dishes are presented to people in an attractive way. Instagram Reels help in showcasing your hotel's location, its decor, and its attractive dishes to the public. Nowadays, customers are attracted to hotels based on their aesthetics and how popular they are on social media, which is known as the Instagram effect. This research paper attempts to study some hotels in Pune, Dharashiv, and Solapur districts that have become famous due to Instagram. The researchers have studied the situation before and after the use of Instagram in this research paper. This includes the increase in the total number of hotel customers, the increase in profits, the increase in staff, and the assistance in branch expansion due to Instagram social media.

This research paper provides a critical analysis of the growing influence of Instagram marketing on the growth of the hotel industry. This study clarifies the impact of influencer marketing and short-form videos (Reels) on hotel revenue.

Keywords: Hotel business, Digital marketing, Instagram



1. Introduction:

In today's modern era, using social media has become an essential part of business. Social media has played a significant role in reviving the hotel business, which had slowed down during the COVID-19 pandemic. Before the use of social media, the hotel business was limited to a certain extent. Hotels were known only to the local people in the area where they were located, but social media has expanded the boundaries of the business. Hotels that were previously limited to a local area are now recognized throughout the country and even the world. In the 21st century, simply advertising a business is not enough; having a presence on social media is equally important. Social media has given the hotel business the opportunity to reach millions of people without traditional advertising.

This research paper studies Instagram, a significant part of this popular social media platform. Instagram has become not just a social media app but also the biggest marketing tool for the hotel industry. A hotel located in a rural area is now gaining recognition throughout the country. Therefore, there are no longer any geographical limitations for hotels. Customers are attracted to hotels because of the engaging reels on social media. The use of Instagram has shown an increase in the number of customers for hotel businesses.

2. Literature Review:

The thoughts and conclusions presented by various researchers to study the role of Instagram in the progress of the hotel industry can be categorized into the following points:

- 1) Kallal & Henles (2010) - Their research paper was published in the Business Horizons journal, 2010. In this research paper, the researchers have clarified the definition and classification of social media and analyzed the factors affecting the hotel industry.
- 2) Dimitri Os Buhalis - This leading researcher in tourism technology proved in 2022-23 that using AI and social media in the hotel industry is essential for identifying customer needs (Predictive Analysis). The researcher stated in his research that the Instagram algorithm shows customers only those hotel reels that they might be interested in.

3. Research Objectives:

- 1) To study the use of digital marketing in the progress of the hotel industry.



-
- 2) To study the effectiveness of Instagram Reels and Stories for the hotel industry.
 - 3) To study the tools used by hotel businesses for promotion on Instagram.
 - 4) To study how Instagram promotion specifically impacts the brand value of hotels.

4. Need for the Study:

4.1) Study of changing customer behavior:

According to 2026 statistics, customers try to visit hotels that are famous on social media.

4.2) Competitive Analysis:

Competition in the hotel industry has increased tremendously. Therefore, formulating Instagram marketing strategies to convey the 'Unique Selling Proposition' (USP) to customers is the need of the hour.

4.3) Adapting to Digital Transformation:

Many traditional hotel businesses still rely on old advertising methods. This research will provide technical and practical knowledge on how to expand the business using advanced tools like Instagram.

5. Research Methodology:

• Secondary Data:

Use of various journals, reports, business magazines (Diwali special issues), interviews on YouTube, videos from hotel profiles on social media, and case studies.

6. Case Study –

6.1 Hotel Bhagyashree:

Hotel Bhagyashree is a famous hotel in Dharashiv district of Maharashtra. This hotel is primarily known for its authentic Maharashtrian Dhaba-style food, especially the unlimited thali. The owner of Hotel Bhagyashree is Nagesh Madke. What started as a business with just five tables and a few chairs has now expanded to more than twenty branches in Dharashiv, Pune, Pimpri-Chinchwad, and Solapur districts.



6.2 Hotel Tiranga :

This is a famous hotel in Dharashiv district. The unique feature of this hotel is that its location is not central but on one side of the city. Despite this, the hotel receives an excellent response from customers. This hotel is famous for its Dhaba-style food and unlimited meal thali.

6.3 Hotel Shaurya Wada:

This is a well-known hotel in Pune district. This hotel is famous for its vegetarian and especially non-vegetarian food. This hotel is very active on social media. This has benefited its profitability and branch expansion.

6.4 Hotel Jaishankar:

This hotel is located in Lamboti, Solapur district. The specialties of this hotel are Kunda tea and authentic Solapuri peanut chutney. This hotel, located in a small village, has become famous throughout Maharashtra due to its Instagram reels.

7. Strategies used on Instagram:

7.1 Visual Storytelling / Open Kitchen Concept:

Preparing food in front of the customers and sharing slow-motion reels of the food preparation process, such as grinding spices and making the red and white gravies.

7.2 Hashtag Trend:

The use of hashtags like #NaadKartoKay (meaning "It's awesome, isn't it?") in a local dialect style on Instagram Reels has gained popularity among people.

7.3 Micro-influencers: Tie-ups with local food bloggers.

7.4 Customer Feedback:

Taking feedback from customers who have visited the hotel and posting it on social media.

7.5 User-Generated Content:

Every customer visiting the hotel posts about their experience in their stories and tags the hotel, resulting in free marketing for the hotel.

7.6 Hotel Decor:



The hotel's decor is done in an authentic Maharashtrian style, and attractive reels are created and posted on social media. This attracts more people.

8. Impact of Instagram on Businesses

Hotel Name	Increase in Branch Expansion	Increase in Profit
Bhagyashree	20+	60
Tiranga	10+	55
Shauryawada	12+	40
Jayshankar	5+	40

9. Conclusion:

This study clearly shows that in the digital age, Instagram marketing has become a highly effective tool for the progress of the hotel industry. Due to its visual format, engaging content, and instant communication features, Instagram significantly influences customers' decision-making process when choosing a hotel. Instagram plays a crucial role in building a brand image by effectively showcasing the hotel's services, amenities, ambiance, and offers.

The study also revealed that positive feedback, reels, stories, and influencer marketing on Instagram increase the popularity of the hotel. However, limitations such as the rapid spread of negative feedback, fake reviews, and the daily cost of content creation are also encountered.

Overall, with proper planning, high-quality and authentic content, and a customer-centric approach, Instagram marketing can provide a competitive advantage to the hotel industry. Therefore, a planned and balanced use of Instagram marketing is essential for the sustainable development of the hotel industry in the future.

10. References

1. Annisa, R., & Auliya, A. (2020). The role of social media in the marketing strategy in the Hotel Indonesia Group. *Journal of Indonesian Tourism and Policy Studies*, 5(1), 1–7.



-
2. Cahyani, E. N., Dewi Pancawati, N., & Fitriyani, E. (2021). Analisis Instagram sebagai social media marketing di industri perhotelan. *Jurnal Ilmiah Hospitality*, 10(1), 29–46.
 3. Syahputri, R. Z. H., Salim, M. A. M., & Islahuddin. (2024). Enhancing hotel room bookings through Instagram marketing: A case study of Whiz Prime Hotel Sudirman Makassar. *Journal of Economic Education and Entrepreneurship Studies*, 5(2), 218–227.
 4. Pitanatri, P. D. S. A., Hassan, A., & Witarsana, I. G. A. G. (2024). Digital impressions: Evaluating Instagram’s influence on hotel brand awareness in Bali. *International Journal of Tourism and Hotel Management*, 6(2), 1–11.
 5. Silva, C., Silva, S., & Rodrigues, A. (2024). Instagram as a digital marketing tool of a hotel brand. In *Proceedings of the 7th International Conference on Tourism Research* (pp. 1–12). Academic Conferences International.
 6. Asanbekova, M., & Maksudunov, A. (2018). The marketing power of Instagram: A content analysis of top hotel enterprises in Kyrgyzstan. *International Journal of Turkic World Tourism Studies*, 3(2), 141–152.
 7. Chawla, S., Sood, R., & Chawla, A. (2024). Digital marketing interactions: Moderating the relationship between Instagram marketing and tourist decision-making behaviour. *Recoletos Multidisciplinary Research Journal*.
 8. Setiono, A., Nurhayati, N., & Akbar, A. (2023). The implementation of digital marketing through Instagram at Emerald Garden International Hotel Medan. *Jurnal*, 1(1), 47–50.
 9. Skawanti, J. R. (2024). Effect of Instagram social media with guest purchase decisions at Ibis Style Hotel Bogor Raya. *Jurnal Hospitality dan Pariwisata*, 7(2), 3012.
 10. Purnomo, A. S., & Pradita, B. S. (2024). Role of social media as a digital marketing strategy for hotels in Yogyakarta. *Indonesian Journal of Advanced Research*.