

The Impact of Social Media Marketing on Brand Loyalty (the case in tourist hotel)

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Tourism is one of most emerging industry in day's context. It has widely spread around the every corner of the world. It has able to be a strong source of income for many. Countries such as Brazil, India, China and Sri Lanka social media play a vital role in of promoting the tourism destinations obtaining benefits from this emerging industries and most of the foreign and local tourist's use social media as a key information source and they are very assure about the information provided via social media. Social media has created a platform of two way communication and third part can involve with communication by reviewing the ratings and sharing experiences. It leads to improve brand trust and brand loyalty of the companies. Against such a background this study is focused on to understand the social media marketing on brand loyalty in tourist hotels

Therefore the main objective of this study is to Identify and critically evaluate the social media marketing practices which effects on brand loyalty

Both primary and secondary data were used for this research. Sample for the study was 100 and a structured questionnaire was the instrument for data collection. Using Excel and SPSS data has analysed. specially the regression analysis was carried out to identify the relation between the social media marketing and the brand loyalty in the tourist hotels and other descriptive tools such as frequency counts, mean scores, percentages and standard deviation were also calculated to get and overall idea.

Keywords: *Social Media Marketing, Brand Loyalty, Tourism Industry*