

SOCIAL NETWORKS IN THE HOSPITALITY

Camagüey Case, Cuba

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A mixed research was carried out to characterize the use of social networks in the hotel industry of the destination Camagüey, Cuba; through the techniques of document analysis, interviews and the online analytical tool FanpageKarma. It is identified that most of the hotels have an incipient Facebook presence with low results of activity and user engagement. It is basically used as a communication channel and other functions of the social media are not exploited (customer service, research and product co-creation practices), which reveals an inefficient management of this medium. The practical implications of these results are discussed.

KEY WORDS: *Social networks, hospitality, Facebook, ICT,*