The Role Of Facebook In Digital Promotion At Lanta Nice Beach Resort

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Keyword	Abstract
social media, Facebook, digital promotion, tourism, tourist interest, Lanta Nice Beach Resort	This study aims to analyze the effectiveness of Facebook as a social media platform in enhancing tourist interest in Lanta Nice Beach Resort, Koh Lanta, Thailand. The research employs a quantitative approach with data collected through questionnaires distributed to tourists who have visited or interacted with the resort's social media account. The variables examined include the intensity of Facebook usage, the quality of visual content, user interaction, and its influence on visit interest. The findings reveal a significant positive relationship between Facebook-based digital promotion and the increase in tourist visits. Promotional strategies such as high-quality photo uploads, seasonal promotions, and interactive features contribute to building a positive perception of the resort's image. These findings indicate that social media, particularly Facebook, can serve as an effective promotional tool in the tourism industry if utilized strategically and consistently.

I. Introduction

The digital technology transformation over the past two decades has fundamentally changed the way the tourism industry communicates with its consumers. One of the most striking changes is the increasing use of social media as a means of promotion and communication. Social media is no longer limited to entertainment or social interaction but has evolved into an effective and efficient marketing channel capable of reaching a global audience within a short period (Hanlon & Tuten, 2022).

As one of the most widely used platforms worldwide, Facebook provides promotional features that enable tourism businesses to introduce their products and services in a broader and more personalized manner. Through visual content, direct interactions, and targeted digital advertisements, Facebook offers opportunities for tourism operators to build destination images and strengthen relationships with potential tourists.

Social media has emerged as a transformative force in tourism marketing and promotion, fundamentally changing how destinations engage with potential visitors.

Research demonstrates that digital marketing through social media platforms significantly influences travel decision-making and increases tourist interest in destinations (Afren, 2024; Wilhelmina & Mistriani, 2025). Platforms like Facebook, Instagram, and Twitter enable tourism authorities to reach global audiences through compelling visual content and real-time engagement (Mishra, 2024; Anitha & Raphella, 2025).

User-generated content, including reviews and travel experiences, plays a pivotal role in adding authenticity to promotional efforts and influencing potential tourists' decisions (Anitha & Raphella, 2025; Madasu, 2013). Digital marketing strategies allow destinations to showcase cultural heritage, natural beauty, and unique experiences through personalized content and precise targeting (Mikraj et al., 2023). Key success factors include tourist destination appeal and sharing travel experiences, with word-of-mouth marketing being particularly effective in tourism promotion (Venkatesh & Suresh, 2016; Madasu, 2013). However, researchers note the need to address negative aspects like online fraud while maximizing social media's positive impact on tourism (Tafveez, 2017).

Lanta Nice Beach Resort, located in Klong Nin Beach, Koh Lanta, Thailand, is one of the resorts that has adopted digital promotion strategies through Facebook. The management of visual content, seasonal campaigns, and active engagement with visitors through social media has become a vital part of its marketing strategy. The author's direct experience through an internship at the resort provides empirical insights into how Facebook is utilized to influence tourist perceptions and decisions.

This research focuses on analyzing the role of Facebook in improving the effectiveness of promotion and tourist attraction toward Lanta Nice Beach Resort. By employing a quantitative approach, the study aims to provide an objective overview of the impact of social media on visit interest and digital engagement while contributing to tourism operators' efforts in optimizing marketing strategies using digital platforms

II.   Literature Review
Social Media

Social media has fundamentally transformed the tourism industry, evolving from a communication tool to a critical platform influencing all stages of travel (Mir Tafveez, 2017; Zeng, 2013). With over 5.22 billion users worldwide, platforms like Instagram, Facebook, and TikTok significantly impact destination selection and traveler decision-making processes (Gabriel & Park, 2025). Research demonstrates that social media functions primarily as an information source, with greatest impact during the pre-trip phase where consumers use reviews and content to evaluate alternatives (Gretzel & Yoo, 2017). The technology enables real-time feedback sharing before, during, and after trips, directly affecting tourists' emotions and overall experiences (Kim et al., 2013). Social media also provides tourism businesses with valuable data mining opportunities and competitive advantages through real-time monitoring (Claster et al., 2015). Studies reveal that travelers actively use these platforms for inspiration and purchasing tourism products (Gvaramadze, 2022), while businesses benefit from consumer feedback for service improvement (Sotiriadis, 2017). However, research has predominantly focused on positive aspects, with limited attention to negative implications like online fraud (Mir Tafveez, 2017).

Digital Promotion

Social media marketing has emerged as a dominant digital promotion strategy, utilizing social media platforms and websites to promote products and services (Sajin, 2023). Research demonstrates that social media promotion significantly affects marketing performance, with digital literacy also playing a crucial role in business success (Supriatna et al., 2022). Studies show that digital marketing and social media promotion have positive and significant effects on purchasing decisions, though electronic word-of-mouth (e-WOM) shows limited impact (Ritonga et al., 2023). The rise of digital technology has fundamentally changed how businesses promote their brands and engage with customers, making digital marketing a norm across multiple channels including social media, search engines, and email marketing (Maheshwari, 2019). Social media has proven more effective than traditional promotion approaches due to its cost-effectiveness and wider reach, particularly among millennial demographics (Amrita & Mohan, 2016). Digital marketing is increasingly viewed as a new management paradigm under comprehensive digitalization, with companies developing sophisticated toolkits for social media promotion (Chaikovska et al., 2022). Practical implementation involves strategic content development and continuous monitoring across platforms like Facebook, Instagram, and LinkedIn (Firyal et al., 2024).

Destinantion Tourism

Tourism destinations represent the core of the tourism system, serving as geographically defined locations where tourism structures, services, and traveler needs converge (Candela & Figini, 2012; Swarbrooke et al., 2001). Destinations are fundamental to tourism activity, providing the primary motivation for tourist trips and encompassing all necessary services during vacations (Swarbrooke et al., 2001). The concept has evolved significantly due to increased competition, technological advances, and changing consumer demands, though no universally accepted definition exists (Tripon & Cosma, 2018). Successful destination management requires comprehensive marketing strategies and

organizational frameworks to compete in global leisure and business travel markets (Boll, 2014). Destinations offer diverse tourism products including urban, seaside, rural, cultural, and business tourism to satisfy varied tourist preferences (Camilleri, 2017). Competitiveness depends on core resources, supporting factors, and sustainable management practices (Ritchie & Crouch, 2003). Destination branding has emerged as a crucial tool for communicating the credibility and complexity of tourism experiences (Almeyda-Ibáñez & George, 2017).

III.   Methode

To obtain a comprehensive knowledge of the digital connection between customers and Lanta Nice Beach Resort via the Facebook platform, this study used a descriptive qualitative technique with a phenomenological paradigm. Direct observation of social media activity was used to gather data on the kinds of content shared, how often users interacted, and user reactions such as likes, shares, and comments. In order to investigate their perspectives and experiences narratively, informal interviews were also done with digital promotion personnel and a number of customers who actively engaged with Facebook.

Supporting documentation was also utilized, including screenshots of posts, comments, and testimonies. Data reduction, topic categorization (such as content strategy, digital interaction quality, and customer perception), and phenomenological interpretation were used in the analysis. By using this technique, researchers were able to document the subjective meaning of digital interactions and uncover Facebook's function as a promotional tool that emotionally and communicatively influences the perception of travel locations.

Figure 1. Visual Framework of Descriptive Qualitative Methods
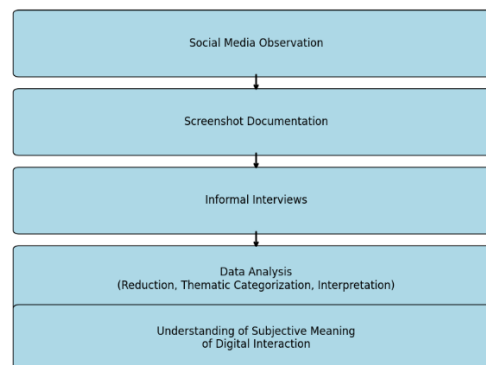
Stages included:
1) **Social Media Observation** → Monitoring customer interactions on Facebook.
2) **Screenshot Documentation** → Archiving posts, comments, and reactions.
3) **Informal Interviews** → Gathering narratives from staff and active customers.
4) **Data Analysis** → Reduction, Thematic Categorization, Interpretation.
5) **Understanding of Subjective Meaning** → Interpreting emotional and cognitive engagement.

The study was conducted at Lanta Nice Beach Resort, located on Klong Nin Beach, Koh Lanta, Krabi, Thailand. The research period lasted one month, from December 12, 2024, to January 12, 2025. The location and timing were chosen due to the increased digital promotional activities carried out by the resort on Facebook, particularly during the year-end holiday season, which is the high season for tourism in the region.

This study employed a descriptive qualitative approach with a phenomenological paradigm, aiming to explore in depth the experiences, perceptions, and meanings expressed by informants regarding digital promotion strategies via Facebook. The primary focus of this research is to understand how Facebook is used as a communication and marketing tool in building the resort's image and enhancing tourist attraction.

The data were analyzed qualitatively through data reduction, thematic categorization (such as content strategies, quality of digital interaction,

and customer perception), and interpretation based on a phenomenological approach. The goal of this analysis was to reveal the role of Facebook in tourism destination promotion in a deeper and contextual manner.

Secondary data were also collected from relevant literature, academic journals, and internal resort documents to support the analysis and ensure validity. The findings are expected to provide comprehensive insights into how digital marketing strategies via Facebook contribute to increasing tourist interest and loyalty in the era of technology-driven tourism.

IV. Result and Discussion
Visitor Experiences And Testimonials

Staying at Lanta Nice Beach Resort often leaves a lasting impression on tourists, particularly due to the initial interaction they have through Facebook. One visitor from Indonesia shared that they discovered the resort while browsing Facebook and were immediately drawn to the sunset visuals at Klong Nin Beach.

"I saw the sunset photo on their Facebook page. Once I saw it, I instantly wanted to go there. When I arrived, the scenery was even more beautiful than I imagined. I stayed for three nights, and everything was very satisfying, especially the friendliness of the staff," they said.
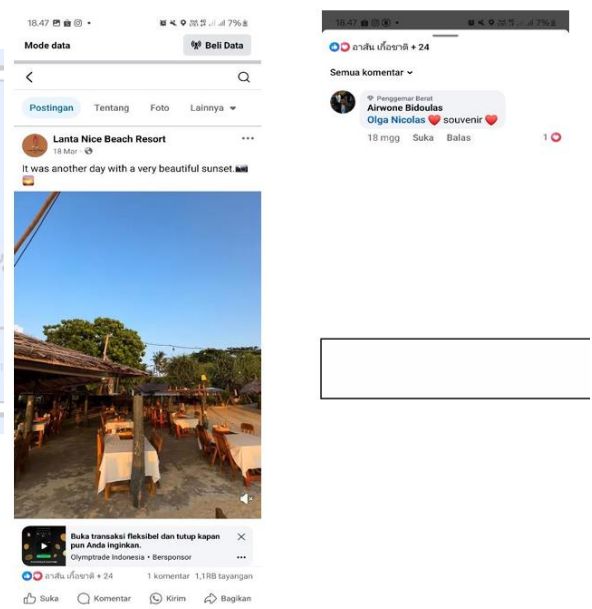
A guest from Australia also shared a similar experience. They learned about a special year-end holiday package through Facebook Ads appearing on their feed. After reading reviews and watching short videos uploaded by the resort, they decided to book directly via private messages on Facebook.

"What I liked the most was their quick, informative, and helpful responses. I felt comfortable from the start, even before arriving in Thailand. It made me feel like a special guest," they mentioned.

Guest testimonials, aesthetically pleasing visual content, and active engagement between the management and followers on Facebook further strengthen the emotional connection between potential guests and the resort. Many Facebook users expressed that they felt more confident in choosing Lanta Nice Beach Resort due to transparent information, easy communication, and the warm impression built through social media.

Based on data analysis from social media content documentation, user interaction observations, and informal interviews with the digital marketing staff, it can be concluded that Facebook serves not only as an information platform but also as a two-way communication space capable of building emotional relationships, fostering trust, and influencing visit decisions. Consistent marketing strategies, engaging visuals, and high responsiveness have proven to significantly impact tourists' interest and positive perceptions of the resort's image.

Figure 2. short excerpts from the most representative comments to reinforce the analysis

The analysis of user-generated comments on the resort's official Facebook page reveals a consistent pattern of emotionally charged engagement, despite the limited volume of data. Thematic categorization of posts—ranging from romantic sunset dinners to traditional Thai culinary experiences—elicited responses that reflect both affective attachment and aspirational intent. Comments such as "Our room & our favourite place" and "We wish we were already there" illustrate a sense of nostalgia and personal connection, suggesting that visual content plays a pivotal role in reinforcing brand identity and

customer loyalty. Furthermore, expressions of anticipation ("Soon!", "Can't wait to visit again") indicate the persuasive power of ambient imagery and experiential storytelling in stimulating future visitation. These findings underscore the strategic value of social media as a tool for emotional branding, particularly in the hospitality sector, where customer sentiment and memory association serve as intangible assets for destination marketing.

Discussion

The analysis of user-generated comments on the resort's official Facebook page reveals a consistent pattern of emotionally charged engagement, despite the limited volume of data. Thematic categorization of posts—ranging from romantic sunset dinners to traditional Thai culinary experiences—elicited responses that reflect both affective attachment and aspirational intent. Comments such as "Our room & our favourite place" and "We wish we were already there" illustrate a sense of nostalgia and personal connection, suggesting that visual content plays a pivotal role in reinforcing brand identity and customer loyalty. Furthermore, expressions of anticipation ("Soon!", "Can't wait to visit again") indicate the persuasive power of ambient imagery and experiential storytelling in stimulating future visitation. These findings underscore the strategic value of social media as a tool for emotional branding, particularly in the hospitality sector, where customer sentiment and memory association serve as intangible assets for destination marketing

V. Conclusion

Based on the qualitative research findings, it can be concluded that Facebook plays a significant role in shaping digital promotion strategies at Lanta Nice Beach Resort. The platform functions not only as a channel for information dissemination but also as an effective two-way communication tool between the resort and potential tourists.

Facebook allows the resort to showcase engaging visual content, present its facilities and services more personally, and build emotional connections with guests through quick and interactive responses. By employing strategies such as high-quality photo uploads, seasonal campaigns, and Facebook Ads, the resort has successfully increased brand visibility and built a positive image among both domestic and international tourists.

Observations and interviews also indicate that customer testimonials and digital interactions have a strong influence on trust-building and visit interest. Facebook proves to be effective not only in capturing initial tourist attention but also in maintaining customer loyalty through responsive communication and enjoyable digital experiences.

Therefore, Facebook can be considered a highly relevant and potential promotional tool for developing tourism marketing strategies, particularly in facing challenges and opportunities in the era of technology-driven tourism.

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