Diagnóstico de las redes sociales de los grupos empresariales de alojamiento del mintur

Diagnosis of the social networks of the mintur accommodation business groups

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Palabras claves: transformación digital, redes sociales, grupos empresariales de alojamiento del mintur.

Resumen

Las redes sociales son herramientas esenciales para la interacción y el establecimiento de comunicaciones con los clientes, promocionar productos, servicios, así como lograr retroalimentación y mejora de su experiencia. Las empresas del sector turístico deben diagnosticar constantemente su presencia en estas plataformas para mejorar su estrategia y ganar en competitividad, todo ello sobre la base de la transformación digital que se ha gestado en los últimos años. La presente investigación muestra un diagnóstico estadístico descriptivo de la implementación de las redes sociales de los grupos empresariales de alojamiento del MINTUR, con el fin de identificar oportunidades de mejora que contribuyan al mejoramiento de su transformación digital. Para la realización, se hizo uso de las herramientas Social Status y Microsoft Excel. Los principales resultados obtenidos fueron que, en el período analizado, Cubanacán fue el grupo empresarial con resultados más satisfactorios en términos de mantener una presencia constante y comprometer a los seguidores, Gran Caribe no logró aprovechar completamente o de la manera más eficaz posible la gestión del uso de sus redes sociales y Campismo Popular e Islazul deben trabajar fuertemente en la mejora de la usabilidad de las redes sociales como parte de su transformación digital por la cantidad muy baja de publicaciones, compromiso, popularidad y otros indicadores que tributan a una adecuada estrategia de marketing en la actualidad y generan gran interés de los clientes.

Keywords: digital transformation, social networks, mintur hosting business groups.

Abstract

Social networks are essential tools for interacting and establishing communications with customers, promoting products and services, as well as obtaining feedback and improving their experience. Companies in the tourism sector must constantly diagnose their presence on these platforms to improve their strategy and gain competitiveness, all based on the digital transformation that has taken place in recent years. This research shows a descriptive statistical diagnosis of the implementation of social networks of the MINTUR accommodation business groups, in order to identify opportunities for improvement that contribute to the improvement of their digital transformation. For the realization, the Social Status and Microsoft Excel tools were used. The main results obtained

were that, in the period analyzed, Cubanacán was the business group with the most satisfactory results in terms of maintaining a constant presence and engaging followers, Gran Caribe did not manage to take full advantage or in the most effective way possible of the management of the use of their social networks and Campismo Popular and Islazul must work hard to improve the usability of social networks as part of their digital transformation due to the very low number of publications, engagement, popularity and other indicators that contribute to an adequate marketing strategy. marketing today and generate great interest from customers.

Introduction:

Digital technologies have fostered the generation of substantial changes in the behavior of society and the economy. In the business environment, there are different ways to face the challenges brought by these changes, one of them is through digital transformation, which seeks, through technology, to create or significantly change products or processes, in order to differentiate themselves in the market or obtain a competitive advantage (Duarte, 2020).

These environmental changes and the development of the Internet in the last decade have allowed the world to systematically shift towards a new industrial era called Industry 4.0. This concept, which was introduced in Germany in the second decade of the 21st century, refers to modernized industry driven by the use of the Internet, which, connected through smart sensors, makes it possible to use this intelligence in favor of people and has opened the doors to global connection, information exchange and data analysis. In this way, the term "digital transformation" has become a widely used term and responds to the development of various fields of research.(Marcelo Del Do & Pandolfi, 2023).

Digital transformation is the process of change that a company must undertake to adapt to the digital world, combining digital technology with its knowledge and some traditional processes, in order to differentiate itself and be more efficient, competitive and profitable. It must be accompanied by a mental evolution to open up to this new concept. To do so, it must be based on new digital technology and individuals transformed by technology or employee behaviors regarding new technology (Martínez, 2016). According to Cabrera et al. (2023), it is a competitive advantage that allows entrepreneurs to remodel their business model through technologies, since it allows them to improve

processes, simplify communication, acquire and analyze data, in order to provide solutions to the demands of a hyperconnected market.

It is a great opportunity for companies to be more competitive and adapt to the demands of the digital economy and today's customers. All companies must take advantage of the opportunities offered by innovative technologies such as Big Data, the Internet of Things (IoT), Cloud Computing, Artificial Intelligence, websites, social networks, among others, to transform and adapt to a new scenario, which is what today's customer demands. Digital transformation will allow them to gain productivity, implement new business models and create endless opportunities.(Ruiz Jhones et al., 2022).

Currently, in all sectors of society, the use of technology has transcended every aspect of life, both at a personal and professional level, the Internet has become a channel par excellence for communication. At a business level, it is becoming the main means of attracting customers, which has generated new business models focused on the experience of the new digital customer (Duarte et al., 2016). "Consumers are increasingly accustomed to interacting through digital media to share information about themselves, interact with the Administration, buy online or access new services" (Cuesta et al., 2015).

In the tourism sector, digital transformation is not an option, but an imperative, both to achieve a sustained increase in visitors and to continuously improve the service provided to customers. Tourist-focused digitalization is an indispensable condition to be able to respond to the growing demands of consumers and remain competitive. From the management of hotel facilities, it is necessary to permanently monitor the functioning of internal operational processes and the services offered to tourists through the use of digital technologies. In this scenario, the customer experience, increasingly immersed in digital technology, is a key element (Delgado Fernández et al., 2022).

The emergence of the Internet has had a strong impact on the tourism sector due to the multiple possibilities it offers for communication. Users, thanks to their connection to the network, can decide which destination to choose, or what activities they are going to do at that destination, which has changed the way of conceiving and planning trips, both for travelers and for companies. Between the end of the 20th century and the beginning of the 21st century, the Internet began to offer possibilities for promotion and sales, and the dissemination of information in the tourism sector. Initially through the creation of web pages. Later, Web 2.0 emerged, also called the Social Web, which is characterized by sites such as Tripadvisor and social platforms, such as Facebook or Twitter, which have brought about a revolution in social networks leading to the term Socialnomics, that is, the economy that revolves around social networks (González, 2022).

Social media allows companies to build brands through different communication strategies, mainly by publishing content that helps develop a personal relationship with

each customer. Therefore, this generation and its presence on social media represents a great opportunity for business marketing, in an environment where information, advertising and entertainment have merged. Social media is the medium through which relationships with customers should be built, so as to achieve good notoriety, brand value and loyalty, which are the factors that are included in purchasing decisions (Cartagena, 2017).

In the hotel sector, social media is used as a marketing or business strategy tool. It is especially useful for promotion, business management and research. Fan pages give hotel accommodations the opportunity to promote their brands, products and services and showcase them to a global audience (Rubio, 2020).

This is why digital platforms within the hotel sector have been gaining ground, as they allow for more direct relationships with customers, better serving and satisfying their needs. Social media allows us to learn more about customers, improve the brand, launch new products or services thanks to the feedback generated with customers, as well as personalize the offer (Varela & Montenegro, 2022).

In Cuba, MINTUR's accommodation business groups: Gran Caribe, Cubanacán, Islazul and Campismo Popular, use social media mainly to establish communications with clients, promote events, products, services, as well as to show the beauty, tourist attractions and unique characteristics of their main destinations and facilities.

As a result of the growing digital transformation that has been generated worldwide, the use of these online interaction platforms is increasingly stronger in each of the economic sectors, especially in tourism, hence the idea that poor, wasted or ineffective management of the use of these digital tools by the MINTUR accommodation business groups can negatively influence their digital transformation.

Research problem:

How to improve the digital transformation of MINTUR accommodation business groups through the use of social networks?

General objective:

Propose a descriptive statistical diagnosis of the use of social networks by MINTUR accommodation business groups to improve their digital transformation.

Specific objectives:

- Analyze the theoretical-methodological references on digital transformation and social networks.
- Determine the main indicators to be taken into account for the diagnosis of social networks.
- Interpret the values obtained from the indicators.
- Compare the results of MINTUR's accommodation business groups.

Idea to defend:

Proposing a descriptive statistical diagnosis of the use of social networks will contribute to improving the digital transformation of MINTUR's accommodation business groups.

Materials and methods:

To carry out the descriptive statistical diagnosis on the use of social networks by MINTUR's accommodation business groups, the methodological path shown below was followed:

Table 1

Methodological trajectory

Phases	Stages	Methods and tools
Phase 1: Analysis of theoretical-methodological references on digital transformation and social networks.	Stage 1: Identification of research related to the topic.	• Bibliographic review in Google Scholar.
	Stage 2: Analyze the elements of digital transformation and social networks and their relationship with tourism.	• Analysis-synthesis.
Phase 2: Identification of the main social network indicators.	Stage 1: Characterize social network indicators.	• Internet search. • Document review.
	Stage 2: Selection of indicators.	• Consult experts.

Table 1

Methodological trajectory(continuation)

Phases	Stages	Methods and tools
Phase 3: Preparation of the descriptive statistical diagnosis	Stage 1: Obtaining data and graphs of the indicators.	• Simple observation. • Social Status Tool. • Microsoft Excel.

Stage 2: Interpretation and comparison of indicator data and graphs.	• Statistical method. • Bivariate analysis.

Fountain: Own elaboration

Results and discussion:

The following indicators shown in Table 2 and the period from July 20 to October 18, 2023 were taken into account for the diagnosis.

Table 2

Social media indicators

Indicator	Description
Followers	Collects the number of subscribers.
Number of publications	It collects the number of publications made in the period analyzed.
Frequency of publications	Evaluates the average number of publications made monthly.
Compliance with publication frequency	Percentage representing compliance with publishing at least 28 posts per month. It is calculated by dividing the number of posts made in a month by 28 and multiplying by 100.
Total interactions	Determines the total number of interactions achieved on posts.
Average monthly interactions	Calculate the monthly average of interactions achieved monthly with the publications.
Commitment	Percentage indicating the engagement followers have with the brand. The calculation is determined by dividing the total number of interactions by the number of followers multiplied by 100.

Fountain: Own elaboration.

Table 3 and Figure 1 show the number of subscribers that MINTUR's accommodation business groups have on social networks, in which the great popularity of Cubanacán can be appreciated, with each of these platforms having the largest number of followers. It is also evident that the communities on YouTube are tiny (they represent 0.50% of the total community); the social network with the greatest focus by the community of followers is Facebook with 85.89%, in second place, X with 7.23% and in third place Instagram with 6.39%.

Table 3

Subscribers to MINTUR accommodation groups on social networks.

Business Group	Facebook subscribers	Subscribers in X	YouTube subscribers	Instagram subscribers
Greater Caribbean	33 000	4317	133	2558
Islazul	40 000	856	87	3064
Cubanacan	66 000	6016	491	3766
Popular Camping	14 000	1689	172	1996
Totals	153 000	12 878	883	11384
Percent %	85.89%	7.23%	0.50%	6.39%

Fountain: Own elaboration.

Figure 1

Subscribers to MINTUR business groups on social networks.
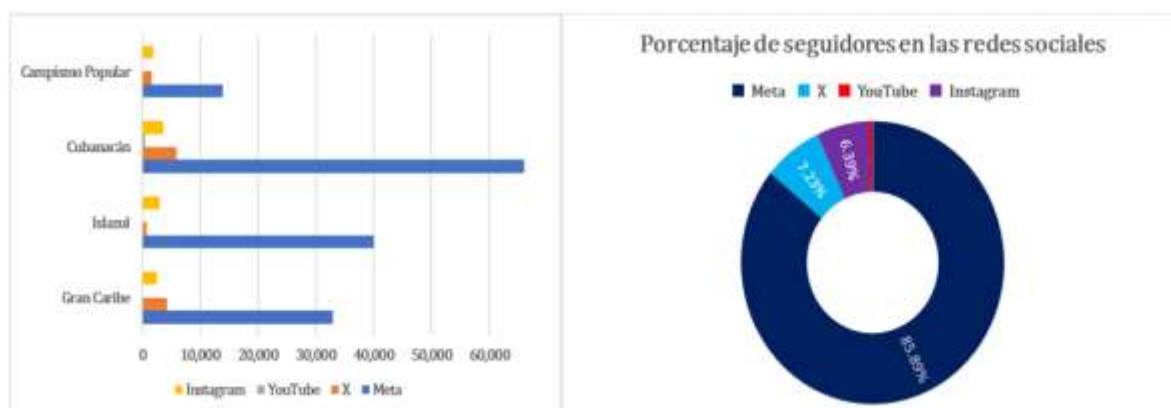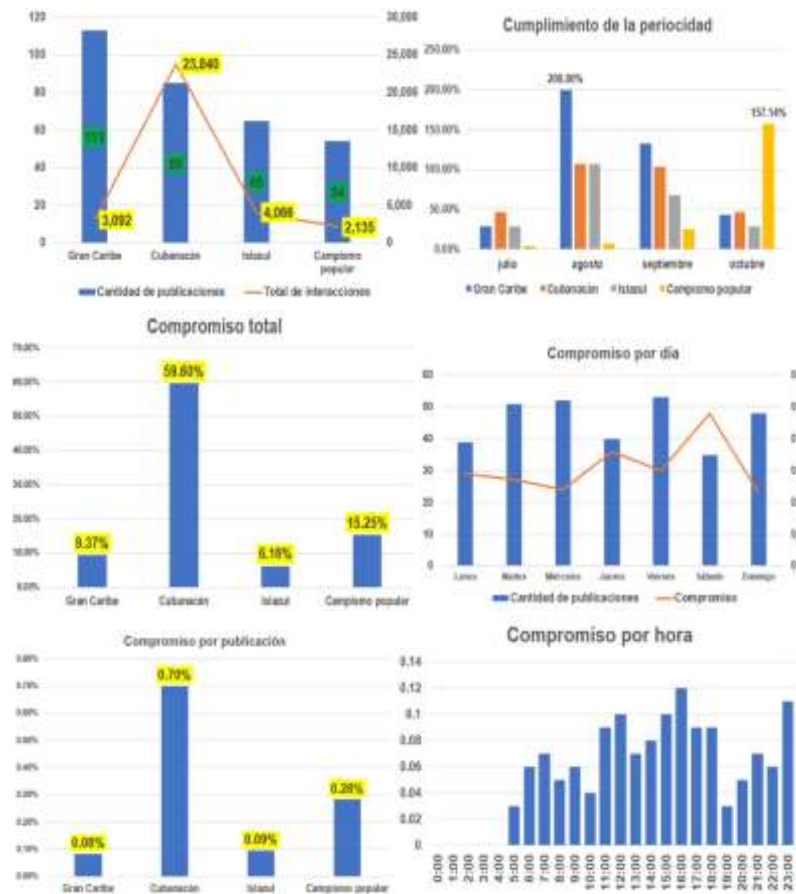

Fountain: Own elaboration.

1. Facebook:

Figure 2 shows a summary dashboard of the diagnosis of the Facebook indicators of the MINTUR accommodation business groups.

Figure 2

Summary dashboard of Facebook indicators for MINTUR accommodation business groups.

Fountain: Own elaboration.

Diagnostic elements:

- Gran Caribe was the business group that published the most with 113 publications, with an average of 28 publications per month, adequate figuresto maintain a constant presence, visibility and reach on the platform.
- Gran Caribe exceeded the publication frequency plan in August and September by 100% and 57%.
- Cubanacán generated the largest number of interactions (23,840) through reactions, comments and shares on 85 posts.
- Cubanacán obtained the highest commitment in the period (60%).
- The highest engagement per post was generated by Cubanacán at 0.70%, indicating that it has around 462 engaged followers. This means that when it comes to posting, it has a larger audience engaged when it comes to interacting

and, consequently, generates many more total interactions in relation to the other business groups.
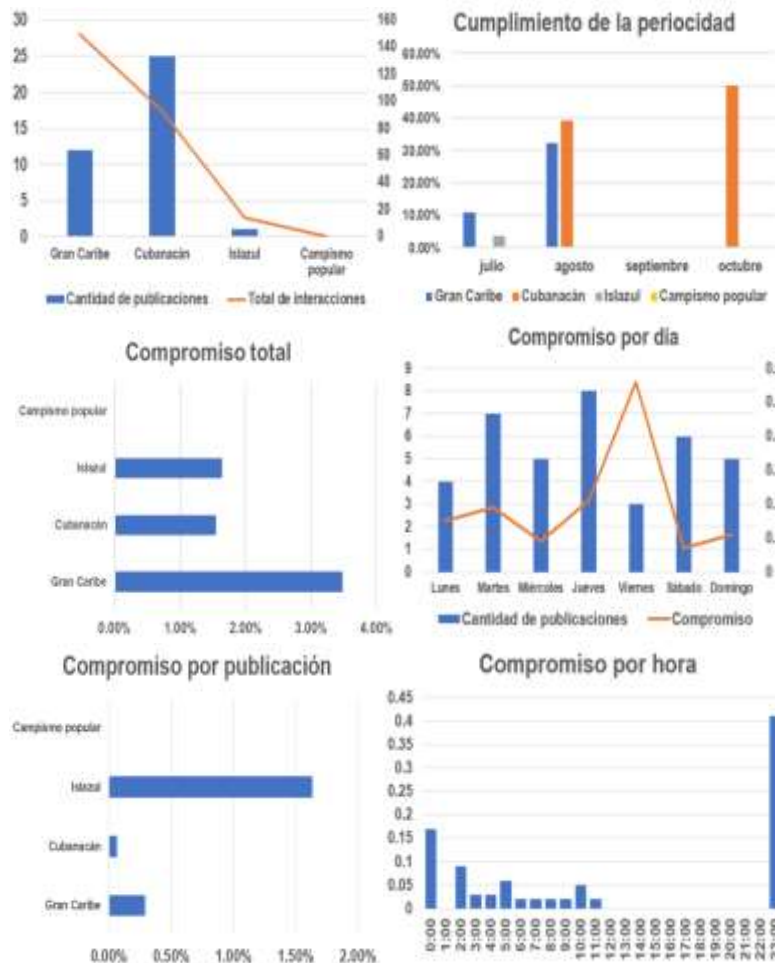
- The best times to post are Saturdays between 4:00 pm and 11:00 pm.

2. X:

Figure 3 shows a summary dashboard of the diagnosis of the X indicators of the MINTUR accommodation business groups.

Figure 3

Dashboard summary of the X indicators of the MINTUR accommodation business groups.

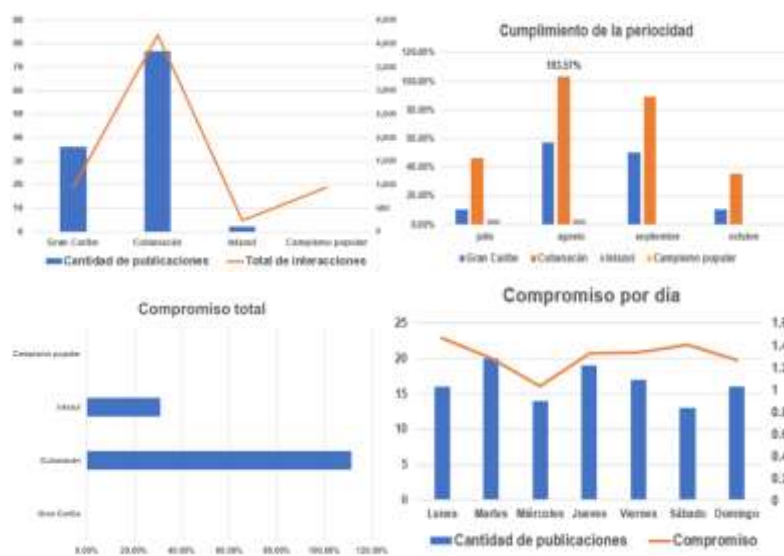**Fountain:** Own elaboration.

Diagnostic elements:

- Cubanacán was the business group that published the most with 25 publications, with an average of 6 publications per month, inadequate figures to maintain a constant presence, visibility and reach on the platform.
- No business group exceeded the publication frequency plan by more than 50% in any of the months.
- Gran Caribe generated the largest number of interactions (150) through reactions, comments and retweets on 12 posts.
- Greater Caribbean had the highest commitment in the period (3.47%).
- The highest engagement per post was generated by Islazul at 1.64%, indicating that it has around 14 engaged followers. This means that when it comes to posting, it has a larger audience that is engaged when it comes to interacting and, consequently, generates many more total interactions in relation to the other business groups.
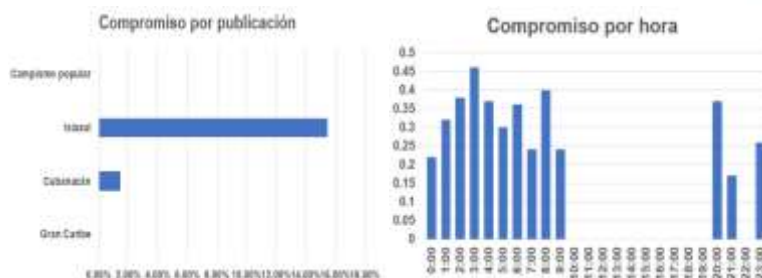- The best times to post are Fridays at 11:00 pm.

3. Instagram:

Figure 4 represents a summary dashboard of the diagnosis of the Instagram indicators of the MINTUR accommodation business groups.

Figure 4

Dashboard summary of Instagram indicators of MINTUR accommodation business groups.

Fountain: Own elaboration.
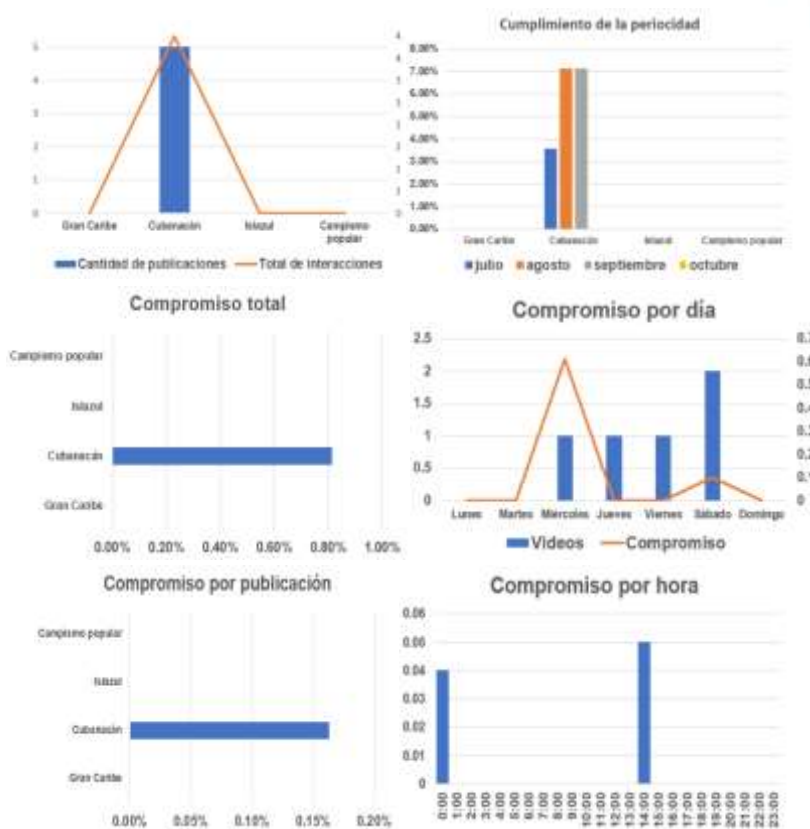
Diagnostic elements:

- Cubanacán was the business group that published the most, with 77 publications, with an average of 19 publications per month, figures that are inadequate to maintain a constant presence, visibility and reach on the platform.
- Cubanacán exceeded its publication frequency plan by approximately 4% in the month of August.
- Cubanacán generated the largest number of interactions (4,191) through reactions and comments on 77 posts.
- Cubanacán had the highest commitment in the period (111.29%).
- The highest engagement per post was generated by Islazul at 15.47%, indicating that it has around 474 engaged followers. This shows that, when it comes to posting, it has a larger audience that is engaged when it comes to interacting and, consequently, generates many more total interactions in relation to the other business groups.
- The best times to post are Mondays at 3:00 am.

4. YouTube:

Figure 5 shows a summary dashboard of the diagnosis of the YouTube indicators of the MINTUR accommodation business groups.

Figure 5

Summary dashboard of YouTube indicators for MINTUR accommodation business groups.

www.exploradordigital.org

Fountain: Own elaboration.

Diagnostic elements:

- Cubanacán was the business group that published the most videos, with 5, with an average of 1.25 monthly publications, tiny figures to maintain a constant presence, visibility and reach on the platform.
- No business group exceeded the publication frequency plan by more than 7% in any of the months.
- Cubanacán generated the greatest number of interactions (4) through reactions and comments on 5 videos.
- Cubanacán had the highest engagement in the period (0.81%).
- The highest engagement per post was generated by Cubanacán at 0.16%, indicating that it has around 1 engaged follower. This means that when it comes to posting, it has a larger audience engaged when it comes to interacting and, consequently, generates many more total interactions in relation to the other business groups.
- The best times to post are Wednesdays at 2:00 pm.

Conclusions:

- The implementation of social networks in the MINTUR accommodation business groups isacceptable, but we must take better advantage of these digital resources, increase the interest in publishing quality content more frequently to achieve a better percentage of interactions that guarantee visibility and reach, as well as take advantage of improvement and business opportunities.
- Cubanacán was the business group with the most satisfactory results in terms of maintaining a constant presence and keeping followers engaged.
- Gran Caribe failed to fully leverage the use of its social networks or to take full advantage of them in the most effective way possible.
- Campismo Popular and Islazul must work hard to improve the use of social media as part of their digital transformation due to the very low number of publications, commitment, popularity and other indicators exposed that contribute to an adequate marketing strategy at present and generate great interest from customers.
- The social network with the least usability is YouTube. In this sense, Cubanacán deserves recognition for staying as active as possible and not leaving the platform so abandoned.

Conflict of interest

There is no conflict of interest in relation to the submitted article.

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