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IMPACT OF MODERN MARKETING STRATEGIES OVER HOTEL INDUSTRY

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Abstract

To get more reservations and make more money, you'll need hotel marketing on your side. Customers will learn about the hotel along with its values as well “unique selling proposition” mostly via your marketing communications. Of course, keeping up with current trends is essential if you want to maximise your marketing efforts. The emergence of covid, on the other hand, has altered hotel marketing patterns. New marketing strategies were present from pre-covid era but its integration and implementation after covid impact became an essential approach. This research aimed to understand the modern marketing strategies over hotel industry and its business, especially after covid. A survey has been conducted with the help of which 104 responses were gathered. It is concluded that covid-19 significantly impacted the business strategies and also, new marketing strategies have significantly impacted.

Keywords: Marketing strategies, Hotel industry, covid, business, market

1. Introduction

Hospitality marketing refers to all of the many tactics and approaches hotels use in order to advertise their company while also making a good first impression on their clients. There are a lot of factors to consider when it comes to making a hotel more attractive to potential visitors. (Fu, 2020)

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As a result, hotel brands must use a range of digital platforms to increase website traffic, social media engagement, email opens, and other metrics. As a hotelier, one need to be aware of, and also understand, a wide range of subjects, skills and tactics associated with hotel marketing in order to maximize the hotel's success and attract as many guests as possible. (Pereira, 2017)

Effective hotel marketing implies that your brand will have an effect on both prospective visitors and customers, no matter where or how they decide to study, plan, and book their vacation. Due to the wide range of options available to travellers nowadays, you must concentrate much more on who you are attempting to capture in your net.

If you're in the business of running a hotel, developing a hotel marketing strategy is essential to your success. This can help you discover high-value visitors, explain why your resort is the ideal location for their next vacation, and prioritise the best ways to contact them.

1.1. Important of hotel marketing

When creating a hotel marketing strategy, there are many factors to take into account. As things are, the possibilities are limitless. What options do one have for accessing content that was previously unavailable? What are the most important internet outlets for business? What techniques to use to make the most of the instruments at disposal? Exactly what metrics to use to monitor and modify the results? With whom to collaborate in order to reach your full potential?

All of these points are well taken into consideration. Though, one must make two more crucial choices before getting to this stage. One must take proper decision in relation to:

1. Brand message
2. Key target market

Without a clear voice or audience in mind, it's doubtful that your company will succeed. Hotel marketing strategy will be shaped by these two key emphasis areas, which are interconnected. The kind of visitors you attract will be influenced by the brand messaging you use.

If you want your hotel to be hip and cutting-edge, for example, you should target young singles and couples while promoting your resort. Other elements will come into play, such as the hotel's location, size, and price range, as well as the number of people travelling and the purpose of their trip. (Salman et al., 2017)

It's critical to understand your target market before developing a marketing plan and crafting messages that are specifically targeted to them.

Consider these traveller categories, and see which one/s align with your hotel:

1. Value Seekers

To make the most of their vacation, they want to maximise their experience. They have a medium income and are mostly between the ages of 25 and 34, therefore they often travel with young children. Most of their research is done on a smartphone and is strongly influenced by reviews. A beach vacation is preferred.

2. Luxury Travellers

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Focus on having fun and are ready to pay extra for it. They often travel in a group of two people between the ages of 25 and 49. They search for cities on the coast that are hot, and they read a lot of internet evaluations before deciding where to go.

3. Social Travellers

Traveling with friends or family is a great way to bond and share experiences. Because their gatherings often involve children, babysitting and other kid services are in high demand. On spite of their high to medium income, people place their trust in recommendations and word of mouth. They're often between the ages of 25 and 49, with a few exceptions.

4. Independent Travellers

Like to be in complete control of their itinerary, therefore they like to travel alone in search of new adventures and cultural experiences in any environment. Most of these people are middle-class or upper-middle-class, and they tend to be active on social media.

5. Researchers

They plan their travels in a very specific way. They are concerned about the quality of their experience. They do extensive research on everything from the location to the lodging to the restaurants and activities available. As a result, many people use laptops to do their work. They're often 25-49-year-old couples with better incomes that travel together. On TripAdvisor and other review sites, customers may hear what others have to say about their travel experiences.

6. Habitual Travellers

Traveling to the same places over and over again may help you find simplicity and ease. They value leisure above activities and are often between the ages of 35 and 64. They're mostly male and of modest means.

No matter what kind of hotel you operate (cheap or boutique), how you advertise your hotel and who you market to will be greatly influenced by your kind of establishment.

Once you've determined your brand and target audience, you can focus on the details of marketing your hotel and making it a visible and feasible booking choice for travellers....

1.2. Moderns Strategies of hotel marketing

The hotel sector can no longer ignore some important and vital marketing trends and tactics. In order to remain afloat and attract new consumers in today's competitive market, companies must equip themselves with cutting-edge marketing techniques to stay afloat and attract new customers.

As a result, developing tactics that are successful in the hotel business is critical.

In the year 2021, technology will play an important role in many hotel marketing tactics. Before we even begin to explore the best hotel and resort marketing tactics, it's critical to realise that the following items are now requirements. This page goes into more depth about each of them.

- It's not enough to have a website by itself. It's important that the website be visually appealing, functional, and engaging.
- Take your business on the go. Future years will see an even greater emphasis on speed, clarity, and usability.

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- It's important to keep in touch with friends and family through different mediums, including social media.
- Create films that help your customers remember your brand.
- Despite the fact that apps will still be important in coming years, users' expectations for their performance have risen.
- The king is still content. In coming year, organic search will be increasingly important, and advertising will continue to be an effective and relevant marketing approach for hotels.

Technology is increasingly ubiquitous and essential in the travel business due to the fast and non-stop pace of new advancements. (Sangkaworn, 2010)

Owners of hotels must now take measures to maximise their marketing efforts in order to keep up with changing customer demands and effectively compete with other industry participants.

- i. Digital Presence holds the key – You need a great website
- ii. Customer Insights are everything for Customer Acquisition and Retention
- iii. Content is the King
- iv. Direct marketing
- v. SEO, Social Media Marketing & E-mail marketing
- vi. TV and Newspaper Advertisement
- vii. Social Media Promotion is still crucial
- viii. Go Fast, Add Tech and Go Mobile

1.3. Importance of modern marketing strategies of hotel industry

A sound marketing plan is essential for any company looking to establish a name, attract new clients, and keep existing ones happy. It's the same in the hotel business. Due to the importance of retaining customers, marketing directors and executives spend a great deal of time and money on promoting their brands and developing long-term initiatives. (Ayyıldız Yazıcı, 2020). Print and digital material are often used in these marketing initiatives, which aim to re-engage previous visitors while also enticing new ones. The difficulties in this particular sector, on the other hand, are quite specific. Being aware of the significance of marketing in the hospitality sector may help you stand out from the crowd in today's competitive employment market.

1.4. Changes in marketing strategies because of covid-19

It is very clear that the approach of marketing has fully changed and it is possible that it is never going to be the same as it used to be. However, the marketing objectives are still the same.

When targeting individual customers or large companies, our marketing tactics must change, but our ultimate objective remains the same: to raise brand recognition, boost leads, build customer loyalty and expand our company.

In a constantly changing world, staying ahead of the curve is critical to your success. The worldwide coronavirus epidemic has hastened a trend toward a more digital society that was already well underway. (World Health Organization, 2020)

Without understanding how marketing has evolved, what this shift implies for marketers, and how to adjust both short- and long-term, laggards will find it difficult to succeed.

2. Literature reviews

(Singh & Kaushik, 2020) While hotels are putting new strategies in place to help them recover faster, it's hardly 'business as usual.' From the lockout phase to the unlock phase, they shape their company and marketing strategies around the theme to convey new actions and objectives. From going into the food distribution area to offering work-and-stay packages and disclosing concessional offers to arranging simulated events, hotels make care to strike the proper chord with the audience. The five-star hotels in Delhi are using different marketing tactics to attract tourists during COVID-19, thus there was plenty of room for research into these strategies. A survey of five-star hotel marketing directors revealed the recovery strategy and reopening marketing plan once it was completed. Recent research focuses on the different marketing tactics and cutting-edge methods used throughout the crisis.

(Jiang & Wen, 2020) An analysis of the “impacts of COVID-19 on hotel marketing and management practices” is presented in this paper, along with a three-pronged research plan for promoting hotel knowledge development.

(Parvez et al., 2018) Promoting goods or brands online is known as digital marketing. Digital marketing in hotels has become increasingly popular in recent times, with strategies like Social Media Marketing (SMM), which utilises social networking sites like Facebook and Twitter, and Search Engine Optimization (SEO), which boosts a website's visibility in search results by placing advertisements on Google and in online publications like blogs and magazines. The current trend in digital marketing is to search for hotels online via computers and mobile devices with hotel websites, and this opens up opportunities to improve local search on hotels by providing necessary information, User profiles, and managing citations. The purpose of this research is to examine the function that digital marketing plays in the hotel sector. Digital marketing for hotels is a topic that will be addressed in this essay.

(Toubes et al., 2021) There has been an extraordinary global health crisis caused by the COVID-19 pandemic, affecting many different areas of the economy. There have been substantial effects on the number of cancelled bookings, decreased foreign travel, and shifts in consumer behaviour in the tourism industry, making it one of the most vulnerable sectors. The goal of this research is to examine how tourist promotion and marketing in Spain have changed since the epidemic. To this aim, 65 marketing, consumer behaviour, and tourism professionals were surveyed using a questionnaire-based interviewing method.

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Online information sources have gained importance over consulting friends and family, according to the study's key findings. Digitalization is expected to advance rapidly to the point where physical travel agencies are displaced by online platforms, with the exception of specialized and advisory service offerings. Technologies like virtual reality (VR) and AI, on the other hand, may become more significant in the medium future.

(Rendón et al., 2014) The goal is to come up with marketing techniques that will help the hotel sector in Morelia expand internationally. It contains a review of the most important works from the theoretical or empirical perspective on the strategies and internationalisation, with a focus on the connection between the two phenomena. Analyzes how marketing has affected tourism activities The subject of research focuses on academic and industrial currents for their examination. They'll also have to present findings from fieldwork done as part of the research to see how effectively internationalisation is working for the Morelia hotel sector, and what marketing tactics they'll need to use to make it really international in Morelia.

3. Methodology

This research work is based on a survey methodology and comprises of survey based on relevant hypothesis to achieve the objectives of the study. A questionnaire is made which is distributed among numerous individuals. A total of 104 responses were received which were sampled and then tested on with ANOVA. The collection of data is made from Jhansi, Madhya Pradesh, India.

4. Data analysis and interpretation

This section presents the responses of the respondents along with the hypothesis testing and further discusses it.

Demographic information:

Gender	Count	Percentage
Female	50	48.08%
Male	54	51.92%
Total	104	100.00

Based on the above-mentioned responses, there are a total of 106 respondents comprising of 50 females and 54 males.

AGE GROUP	Count	Percentage
18-25 years	28	26.92%
26-35 years	36	34.62%

35- 45 years	32	30.77%
46 and above	8	7.69%
Total	104	100.00

Based on the above-mentioned responses, most of the respondents are from the age group of 26-35 years and from age group of 46 and above, only 8 respondents are there.

EDUCATION	Count	Percentage
10TH PASSED	8	7.69%
12TH PASSED	7	6.73%
GRADUATION	51	49.04%
PG and above	38	36.54%
Total	104	100.00

Based on the above-mentioned responses, maximum of 51 respondents are graduate followed by 38 respondents who are post-graduated or above.

Responses:

Do you think covid-19 has provoked hotel industry to opt for new marketing strategies		
	Count	Percentage
Yes	90	86.54%
No	14	13.46%
Total	104	100.00

It can be clearly understood from the above responses that covid-19 has provoked hotel industry to opt for new marketing strategies.

Do you think new marketing strategies will benefit the hotel industry		
	Count	Percentage
Yes	42	40.38%
No	32	30.77%
Maybe	30	28.85%
Total	104	100.00

As it can be seen from the above-mentioned table, most of the respondents stated new marketing strategies beneficial for the hotel industry.

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QUESTIONS/RESPONSES	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Covid-19 have introduced many new effective marketing strategies	23	38	6	14	23
The new marketing strategies are cost-efficient benefitting the financial aspects of hotel industry	21	28	16	17	22
Using the new strategies helps extending the reach of marketing which is very important after the covid-19 attack.	48	26	1	1	28
Covid-19 had a very negative impact on hotel industry and modern marketing strategies are the best approach towards a new beginning.	18	31	12	18	25
The adoption of modern marketing strategies has gathered more business for the hotel industry in comparison to the convention way of marketing.	35	41	2	11	15
Business of hotel industry regained the market because of the online marketing and it has established its place as an approach for future marketing	23	28	18	30	5

With the help of the modern marketing strategies, the sales chart of the hotel industry has gained a huge hike and more such benefits are expected in future	28	28	29	10	9
It is important for hotel industry to make new improvement in this marketing strategies in order to gain more from this potential approach	37	29	10	8	20
The implementation of modern strategies has provided the costumers with option and hence, inspired the hotel industry towards betterment.	19	32	27	22	4

The responses of the respondents mention in the above table exhibits that new marketing strategies are not only beneficial for the hotel industry but it is also essential for it as it helps in extending the reach of the hotel which will ultimately benefit the business by boosting the sales.

4.1. Hypotheses testing

Hypothesis 1

H₀₁: There is no significant impact of covid-19 in changing the business strategies

H_{a1}: There is a significant impact of covid-19 in changing the business strategies

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4263.133	4	1065.783	4.536278	0.006823	2.75871
Within Groups	5873.667	25	234.9467			
Total	10136.8	29				

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The above table shows the result obtained from hypothesis testing. The value of $p < 0.05$ which states that there is a significant impact of covid-19 in changing the business strategies.

Hypothesis 2

H₀₂: There is no significant impact of modern marketing strategies on business of hotel industry

H_{a2}: There is a significant impact of modern marketing strategies on business of hotel industry

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1562.8	4	390.7	5.513689	0.003695	2.866081
Within Groups	1417.2	20	70.86			
Total	2980	24				

The above table shows the result obtained from hypothesis testing. The value of $p < 0.05$ which states that there is a significant impact of modern marketing strategies on business of hotel industry.

5. CONCLUSION

Numerous changes can be observed since last decade in the marketing strategies of hotel industry. With time, many strategies changed and many evolved, making the marketing strategy of hotel industry into what it is today. The biggest change in these marketing strategies occurred after the impact of covid, which completely shut down the hotel industry for a good amount of time. To overcome such further issues, hotel industry decided to perform all types of marketing online which has till date proved to very effective and is predicted to be very much beneficial in future also. The survey of this study clears the perception of individuals toward these strategies which seems to be evidently positive.

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