

### Article Title

Challenges of marketing and sales management in a city hotel - Using the example of hotel zeitgeist vienna

### Citation

Gula, I., & Riederer, M. (2014). Challenges of Marketing and Sales Management in a City Hotel – Using the Example of Hotel Zeitgeist Vienna. *Czech Hospitality & Tourism Papers*, 10(23), 63–76.

### Abstract

This paper discusses the challenges of Marketing and Sales Management in a city hotel in Vienna, using the Hotel Zeitgeist Vienna as an example. The authors are working in the marketing and sales department of the hotel themselves and are analyzing its marketing and sales measures considering the highly competitive hotel market in Vienna on the one hand and the construction and development of the Vienna Main Station on the other hand.

### Conclusion

From the study, several suggestions were given for service and experience-oriented tourism and hospitality industries in Vienna. First, setting and maintaining a CRM database is required the first step in order to make marketing and sales effectiveness. Secondly, hotels should hold regular meetings with employees from all departments that meet clients for more cooperation and interaction. Last, regular training and suitable motivation also should consider important.

*This article summary is distributed under a Creative Commons Attribution 4.0 license (CC BY)*

***Invent the Future***

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

*An equal opportunity, affirmative action institution*