



Article Title

Management strategies of the financial-economical crisis in the hotel's domain

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Abstract

During the crises period, the advertising budgets in the hotel's domain are considerable reducing. If, in the beginning, the hotels offer important sums to promote the brand's image, with the aim of going public, during the crises period they focuses on tactical and advertising campaigns. Realizing the place and the role of the hotel's industry like a part of the tourist activity, this paper wants to tap the responsible management problem of the financial-economical crises which affects the demand's size for the tourist services, generally, and for the hotels' ones, specially.

Conclusion

The advertising of the premium brands is made with efforts that are connected with the image; the promotions aren't well seen by market's men for this category of hotels. But, in the same time with the crises, the objectives of reducing the costs become primary, even for those with big incomes, who were attracted before especially by a promotion.

The majority of the hotels approach marketing strategies where PR components and promotions have the biggest share. It puts emphasis on loyalty programs because it is much cheaper keeping customers than bringing new ones.

During the crisis, the economy hotel industry takes an unexpected turn, trying to keep afloat, hotels must consider all operational and marketing techniques known.

And not to seek the special and unique tactic that could bring back everything to normal, because it does not exist. Experiments are always expensive in terms of time and human resources. It is known that base tactics known in the sales and marketing departments in a hotel are still operating. But, in the last years, many hoteliers have been removed from this

base for new technologies and many unrealistic promises of social coverage, not related necessarily with travelling. This type of socialization had no impact over individual hotels.