



Article Title

Marketing and Promotion in the Hotel Industry: A case study in Family Hotel and Hotel Group.

Citation

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Abstract

Marketing shows its importance in every kind of tourist and hotel industry, since it presents itself as a tool that contributes to better management of hotel operations also help in defining appropriate strategies for their development, with the main objective, the increase in financial results. Thus, the thought of marketing and promotion strategy should be developed in a planned, staffed and structured to provide the enabling hospitality company to move the market in better condition that can ensure greater market share, making it possible to take the product or service to customers and potential customers. Marketing and promotion should define a set of actions for internal and external communication that can be put into practice by allowing hotel companies diversified forward messages with the aim of showing and raising awareness of the company, its products and services with ultimate goal of causing consumers consumer desire. To understand how marketing and promotion can take on this vital role for the hotel units, an exhaustive search to get collect information about: tourism, hospitality, hotel management, marketing and promotion (these topics that are consider crucial to this work research) took place. To this was fundamental research in thematic books, consult scientific articles and academic theses already undertaken, the consultation of literature related to the two hotel units under study, conducting interviews with the direction of the family-run hotel unit for information about the hotel management and even a visit to the two hotels that were targeted by this research. After collecting and processing all the information and content that could meet the predefined objectives of this investigation, it was revealed that marketing and promotion is a vehicle of great importance for the management of hotels.

Methods

This research offers a first theoretical part where it is discussed topics such as tourism, hotel, hotel management and marketing. It began the work to make an introduction to tourism, its growth, development and its importance to the various tourist destinations worldwide. Still in initial phase sought to understand how the hotel business emerges and develops a national and global context, trying to understand how growth is sued and that changes were happening. In the second theoretical part of the research they attempt to understand the evolution of hotel techniques and how the hotel management increased its complexity, while identifying the time when marketing began to take on a key role in the management of hotels. At the end of the theoretical part it is discuss how marketing has become an important tool for the management of hotels and where the communication actions is presented which can be undertaken to promote the hotel with customers and market.

Results

Some of the actions of communication that identified as potential application in hotels and family run, and that can improve the relationship with the market, promoting the image, increasing awareness, achieve better occupancy rates and overall results are:

- Development and application of survey and treatment evaluation of customer satisfaction;
- Deals, promotions and surprise customers as a means of achieving loyalty; To promote direct marketing with customers, potential customers and the market; Partnerships with golf courses in the region due to the potential of this product in attracting customers;
- Implementation of regular internal communication and in a structured manner in order to keep the team motivated and objectives and present;
- Hiring a specialized company or research group GITUR for developing and implementing a marketing strategy and plan to apply at the hotel;
- Vocational training in marketing to the heads of each department;
- Amendment of the hotel name, logo and stationary base;
- Modernization of the hotel and strengthening of activity in social networking site;
- Realization of themed events on a regular basis to increase the visibility and recognition of the quality of the hotel.

Conclusion

Throughout the research it was possible to realize that tourism is assumed as one of the main economic activities in the world taking into account a range of income and capital gains that generates around it. It is presented that the development of tourism potentiate the development of the hotel activity causing an increase in the number of establishments and their respective size, complexity and organization (Albuquerque & Godinho, 2001). Also, it was possible to define a set of external and internal actions that can be implemented easily and without great financial cost to the hotels and can bring added value in improving awareness and increasing occupancy rates and overall results.

