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Introduction

Marriott International and Hyatt hotel corporation are the two most popular international hotels. Marriott International is an American company that operates on residential and hospitality properties. The operations of it are spread in one 31 countries and it consists of 30 brands. It has more than 7000 properties in all those countries. As of 2020, the total number of employees of the company is 121,000. On the other hand, Hyatt hotel corporation is a multinational hospitality company in America. Its franchises resorts, business hotels and many other areas properties. The business of Hyatt is in 68 countries and there are around 1,000 hotels globally. It consists of 20 premium brands as of 2021. As of 2019, it has 100,000 employees throughout the world.

The rationale for choosing these hotels

Both of these hotels are on the list of the top 6 hotel brands throughout the world. The popularity and number of consumers of both of these are huge. It automatically makes them the comparator of each other. Undoubtedly, they will be unique within the marketing strategy of both of these hotels at the international level. It will be fruitful to make a comparison of marketing strategies between these two.

Marketing choices of both in terms of historical background and current marketing strategies

The business of Marriott was started as a root beer stand in Washington. The name of the company was to provide people with a place for getting drinks. The initial promotion was based on verbal interaction among local people. After that, the company has grown into a restaurant chain. After 53 years, it had involved itself with the hotel industry. Towards the end of the 20th century, the promotion of the company was mostly dependent on the regional leaflets, newspapers and radios. Currently, the marketing strategy of Marriott is based on all of its individual brands. The company consists of 30 brands and it is very much diversified. The company divides its target market into international segments as per the individual brands (Nyangwe and Buhalis, 2018). For example, *Marriott Courtyard* targets over the road travellers, *Ritz Carlton hotels* target luxury travellers, *Marriott vacation club* targets travellers who are seeking to shop for timeshares, *Marriott ExcueStay* targets people who need month-long accommodations (Arif and Hossin, 2016). This strategy is very much diversified and the

company is focused on individual customers and provides services accordingly. The product strategy of Marriott also comes under the following tags ***Premium, Select, Luxury and Longest days***. Marriott International also has a platform in the name of ***M live*** that organises specific content in a variety of topics (Zhang et al. 2015). It is mainly for understanding the preferences of consumers and suggesting appropriate hotels. A few marketing campaigns of the company are with the hashtag ***#GoldenRule, Marriott BonVoy*** etc.

The marketing strategy of Hyatt is based on providing the best quality services in all possible experience manner (Brady et al. 2015). It is primarily focused on the upper class and business class society. The company was established in 1957 but it was not public at the time. The promotion was mostly based on "word of mouth". Hyatt International was actually founded in 1969 and it opened its first international store in the same year (Husain et al. 2016). The marketing strategy of it was through advertisements on radios. Currently, the product strategy of the company is based on customer satisfaction through the providers of luxurious facilities and services. It also has divided exclusive resorts in the name of two categories ***Hyatt Ziva and Hyatt Zilara***. The pricing strategy of the company is based on a business class society. It also uses ***Google solutions*** for bringing brand experiences to life (Spechler, 2017). According to the statistics of the last 5 years, the marketing strategy of Hyatt is heavily based on reaching consumers online where they open research and plan for travelling. It is for establishing a direct connection with the consumers. Study shows that it also uses digital media for targeting female business travellers.

Current market positions of both

Currently, the occupancy of Marriott hotels worldwide is 31.4%. Towards the end of 2020, the revenue of the company has decreased badly because of Covid-19 and it was around 10.57 billion USD. It was almost half of the previous year as in 2019 the revenue was 20.97 billion USD. Even in the case of Hyatt hotels, there is a decrease in revenue in 2020 as compared to 2019. In 2019 it was 5.02 billion USD and in 2020 it had become 2.07 billion USD. There is a decrease of 59% in this amount. This drop in revenue for Hyatt hotel is a 10 year low for the company. However, both companies have the opportunity of getting back on track (statista.com, 2020).

Consideration in terms of sustainability and green messaging

In order to increase the sustainability of the organization it is important to make use of green messaging. The consideration Marriott International has made in this context are that the hotel is making effective use of water and energy. In addition, the hotel has also increased indoor air quality. This is overall increased sustainability of the hotel as well as, not making any harm to the environment. As per the view of Sabapathy and Selvakumar (2018), it can be commented that some of the hotels do not make effective use of their resources as a result, it makes misuse of resources. For instance, it has been seen that some of the hotel's wastewater and food. In this case, Marriott Hotel makes effective use of these resources. On the other hand, Hyatt Hotel always uses renewable sources of energy and they also use products which are manufactured and have less negative impact on society. The staff of the hotel do not use plastic bags, they use their own bag. The hotel has also introduced a digital campaign of carrying one's own bag to reduce use of plastic (Lam and Law, 2019). This initiative has increased sustainability of the hotel and also conveyed the green message to the business environment. Hotels are using products which are recyclable, so that resources are not misused. In addition, it can also be commented that better uses of eco-friendly products do not harm the environment (Santos et al., 2019). Green messaging hotels have promoted awareness on saving the environment, ban on plastic bags and many more. In this way, hotels can take other initiatives to save resources from misuse.

Business situation and marketing message during covid-19

After that pandemic situation it has been seen that there was a ban on travelling therefore, all hotels have faced huge losses. At that time, hotels like Marriott and Hyatt had frozen hiring and also laid off maximum staff to reduce expenses and save the hotel. The marketing message Marriott International has given or giving is messages like taking care of yourself as in the pandemic situation many families have lost their loved ones. The other message given by Marriott International is providing support to the community. It has been seen that there were lots of people who suffered a lot in pandemic situations from financial and non-financial ways (Sabapathy and Selvakumar, 2018). It is therefore foremost important to look after the society or own community first and then look after other aspects. On the other hand, Hyatt has updated

their website with Covid-19 official page website so that viewers can get required information regarding Covid easily.

Hotel Hyatt has made many plans for 2020 which they have failed to achieve. However, they have done promotion of their hotel as well covid updates through their website this has saved their marketing expenses as well. Hotel SEO was implemented through which users were easily able to visit their website. Hyatt has promoted initiative to be taken while travelling and how to protect themselves from viruses. There is a certain measure which the travelers do not know which may save them from getting affected by making little changes in their food habits and lifestyle. These messages have helped lots of people to protect themselves. With this the hotel has also sent their benefits and offers consumers can avail from their hotel, which helped them to attract most business trip customers after the pandemic. After reviewing their measurements many tourists also visited their hotel and felt safe.

Conclusion

From the above study it has been concluded that hotels in recent times have taken many initiatives, which has helped them to protect the lives of travelers from viruses. By following the steps people can increase sustainability of business and reduce harm to the environment. Hotels are using recyclable products and they are not misusing resources. They have made strategies by following which they have improved quality of air, made their staff and consumers use organic products, which are less harmful to the environment. Another factor, that has been concluded that both the hotels have undertaken to value the life of others and themselves as well, which has been known from the pandemic situation.

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