

Marketing Essentials (BMIH4005)

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Today, the hotel industry is a highly competitive industry. More and more often, we witness the opening of a new restaurant or hotel with the aim of maximizing the satisfaction of the needs of certain groups of consumers. An important and responsible task for hotels is to create a reputation for high-quality service. The high quality of guest services is ensured primarily by the experience and qualification of the staff, the good cooperation and collective effort of all employees, the constant and effective control by the administration, the study and introduction of new equipment and technologies, the expansion of the range of services and facilities and the improvement constant quality of services offered. Definitely, the stars on the internet are much more important than the ones on the door. You have a four-star hotel for nothing if your guests gave it only two in their reviews. Customers will prefer a three-star hotel that has obtained five from internet reviews. Practically, the rating on the Internet has come to weigh more heavily than the official one in recent years. A modern hotel enterprise offers consumers not only accommodation and catering services, but also a wide range of transport services, communications, entertainment, excursions, medical services, sports, beauty salon services, etc. Today, the hospitality industry is the strongest economic system of a region or tourist center and an important component of the tourism economy. One of the main directions of the formation of strategic competitive advantages in the hotel industry is the provision of higher quality services compared to competing analogues. The key here is to provide services that meet and even exceed the expectations of your target customers. Customer expectations are formed based on their existing experience as well as information obtained through marketing communication channels.

Based on this, consumers choose a service provider and, after providing them, compare their perception of the service received with their expectations. If the perception of the service provided does not meet expectations, customers lose interest and will not return or recommend, but if they meet or exceed their expectations, they will certainly return, recommend and be the hotel's best marketer. Ideally, reservations should be made directly from the hotel's website. Better for the customer, better for the hotel. Provided that the website is attractive, simple and easy to use for the customer, and for the hotel it is complex enough to attract customers, not to lose reservations, etc. The hotel company must carefully consider the issues of which customer segment it serves and how it should serve them. Any market consists of consumers who differ from each other in tastes, desires, needs and who purchase hotel services for different motivations.

Therefore, the implementation of successful marketing activities involves taking into account the individual preferences of different categories of consumers. Loyalty points are a very good way of promotion in an effort to actively maintain the interest of customers. If a lot is still invested in

winning a new guest, it simply makes sense to invest further to ensure that the relationship with the guest will be a lasting one.

Customer loyalty is of course done, first of all, by offering quality services, but also by offering small attentions, birthday gifts, holiday vouchers, etc.

Invite your satisfied customers to review you on Google, Booking, etc. in exchange for a little attention or a discount voucher for the next vacation. The buyer always strives to purchase services at the most fair price for its quality, as determined by him. It is interesting to note that, as a rule, the buyer of a service is less likely to complain about the high price. Because, he simply won't buy if he thinks the price is too high.

Conversely, dissatisfaction with service usually leads to large losses in market share.

Therefore, the service provider should identify the needs and expectations of its customers as accurately as possible.

The marketing strategy can be defined as a method or an activity plan made up of stages, for a certain period of time. It develops in one or more directions that suit a company, in order to maximize all resources in order to achieve an objective. Therefore, any business needs a long-term strategy to improve its visibility, sources of income and more. There are many ways in which a certain product or services can be marketed, and for each of them you will need a different strategy. Marketing is used to establish constant links between the business and the client and gives him all the reasons to want the company's services again. Whether you use special discounts, vouchers or promotions, all of these are solutions to attract as much traffic as possible. Moreover, marketing must improve the relationship between business and existing customers. It is very important that those more special than the others, to be part of a community. The most important thing in the marketing strategy is adaptability. Any business must create, test and implement a very flexible method that responds to changes in customer reception and demand as the years pass and tastes change.