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**Importance of Marketing in Hotel Industry**

**-Marketing tools in use**

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<p>In this current context, Hotel is a fast-growing industry, and lots of people are getting job opportunities and growing the national GDP in high ratio. In a hotel, people come for a short interval of stay, and they want a very comfortable stay, so they want a better and pleasant stay. Marketing is essential in every context and in hotel industry marketing places a very vital role.</p> <p>The main purpose of my thesis is to represent the importance of marketing through the hotel industry, how marketing plays a vital role in the hotel industry to grow their company in nationally and internationally, communication way of marketing, marketing strategies in the hotel industry. Also, what kind of challenges they are facing in the hotel industry due to lack of marketing strategy. These things which I mentioned above will help the hotel industry to understand deeply, how to grow their business through the marketing and make take their business to the new level.</p> <p>The main aim of this thesis is to show the importance of marketing in the hotel industry, which makes the hotel industry to take marketing as their most important tool to promote their hotel, services, and so on. On the other hand, the objective of this thesis is to represent different marketing ways, marketing communication, strategy of marketing, role of marketing, which helps hotel industry.</p>		

<b>Keywords</b> <b>Hotels, Tourists, Marketing, Role, Importance.</b>
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## ABSTRACT

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## 1 INTRODUCTION

The hotel industry is in a rapidly growing sector in the modern period. The tourism industry is being highly benefited from the hotel industry. Many tourists come to visit the place and hotels provide a better facility of living and taking rest. Hospitality sector offers a direct impact on the customer and is linked with each other. As it directly affects customer satisfaction. If there are many excellent hotels with star ratings than more high-income tourists come to spend their leisure time with their family which increases the economy of the country. The hotel industry captures tourists and grows the business market at a high rate. The flow of internal and foreign tourists starts to increase in an advanced manner and raises the overall GDP and gross rate of a nation in a positive way.

As the importance of the hotel industry, a new plan for development and betterment of the hotel industry and what kind of challenges they are facing in the current situation and how they tackle that situation will be a crucial point. In Nepal, the author has also worked for a certain period in the hotel sector, so the author also has some skill in the hotel industry thus the author chooses to write a thesis on these topics. The author also participated in some hotel-related tour during my study period, and the school co-ordinated that. In this thesis, authors have more focus on social media.

The main objective of this thesis was to show whether marketing in the hotel industry is important or not? And what kind of marketing tools the hotel industry is using in their respective hotels? Are customers satisfied with the service provided by the hotel or not? Etc. This thesis contains a theory part and there will be the introduction of, types of hotels, challenges of the hotel, importance of the hotel, classification of the hotel. On the other hand, in the research part, the author used quantitative research and the answers from the survey are shown in the form of charts with detailed descriptions.

The main aim of my thesis is to represent the hotel industry, marketing in the hotel industry and its importance to growing the business. It will be more focused on my thesis. Different types of hotels, 7p of marketing, various marketing mediums to increase the hotel industry will be shown in my thesis.

This thesis is commissioned by Hem Ghimire he is an enthusiastic and dedicated professional with extensive experience across the area of Tourism and Hotel Management Industry. Being an exceptional leader Ghimire can develop and motivate others to achieve targets, he can demonstrate a strong ability to manage projects from conception through to successful completion. He has completed his bachelor's degree from Kathmandu University, and he is also studying a master's degree. Being a proactive individual with a logical approach to challenges, he performs effectively even within a highly pressurized working environment. His qualification in Hotel Management is more than 5 years of working experience have enhanced his ability to carry out this function. Recently he is working in E-sewa company and deals with various booking in hotels as well as other sectors, so he is well known in this field, he believes it is his interpersonal skills that have driven his success in fostering strong workplace processes and customer relationships.

Moreover, well-discussed theories give the reader with good ideas and a better understanding of the whole research. The main theoretical part of this thesis discussed such as statistics of the hotel industry, challenges faced by the hotel industry, the history of the hotel industry, etc. And many more. Also, how the hotel industry helps in the development of the economy of a country. And multiple resources are used like websites, books, articles, and various newspaper journals and other journals to complete the theoretical part.

To complete the research part author used quantitative research methods. The author also analyses the research part after that author will come up with the findings and conclusion. For the survey, the author talks consistently in touch with the commissioner, and he will assist me to complete my survey and to find out the data. The survey includes some fundamental question like their purpose of visit, how they feel in the hotel, and many more after the research and survey answer will be presented in the forms of chart and table with a full description.

## 2 HISTORY OF HOTEL INDUSTRY

The main background of hotels is personally attached to the development of people. Or in other words, it is a part of history. Services given by the hotels has been witnessed since the recent biblical times. Greek was known as the developer of the thermal bath in rural village areas, and they were creating for the pleasure time and relaxation. After Greek roman built buildings to give reconciliation for those people who were travelling for government trade. The roman was also starting to develop their thermal baths in the United Kingdom, middle east, and Switzerland. After that caravanserai established, to provide a relaxing and comfortable journey while travelling in central east routes in caravans. At the time of middle ages, monasteries and abbeys are the first founding to attempt asylum to the tourist on a continuous interval. Holy forms to establish in and hospitals to carter for others on the action. (Merino 2009.)

History says that Romans were the first businessman to travel and for the pleasure. In the middle ages, the hotel provided safety, food, and shelter for travellers from the same period voyage become more popular. Establishment of hotel gradually started. History says that in the early 1700s the industrial revolution had begun as a result in the early 1800s first modern hotel was built in England with full compulsory facility for the travellers. The development and advancement in hotel industry continue rapidly as for result in early 20<sup>th</sup>-century luxury hotels construction started. Some of a luxury hotel of that period are the Ritz in Madrid, the Savoy in London and Taj Mahal in Mumbai and so on. Gradually the more modern tools and software were developed, and they help to build the hotel service better and organized. The 21<sup>st</sup>-century hotel industry is more advanced due to the development of social media and assists in its profit maximization. Comparing to history and current situation social media like Facebook, Instagram, Twitter has grown the market value of the hospitality industry. The largest hotel in the world, with 7351 rooms started in operation in Pahang, Malaysia. (Bonvin 2013.)

### 2.1 Types of hotels

The hotels provide a comfortable and relaxing facility for travellers. Every people purpose of travelling may differ to each other some travel for the musical program, some to attain business and some for entertainment. The hotel provides services to all the above customers with a various facility. The hotel can be described by room charge, by the size of a room, a facility they provide, the location of the hotel, length of stay of a guest, etc. Widely most renown hotel can be classified as mentioned.

### **2.1.1 Budget hotel**

Room rates are lowest in this kind of hotel and have very only guest room only. There will be no public space, no meeting rooms or function space. Also, there will be very much limited amount of food and beverage facilities available. (Tiwari 2013.)

### **2.1.2 Airport hotels**

Airport hotel located is located near the side of the airport area. Hotels provide vehicles and transportation facility to customers for picking and dropping in the airport to a hotel. The target market of this kind of hotels is business clients, airlines passengers, overnight travel layovers or cancelled flight passengers as well as airlines personals. (Tiwari 2016.)

### **2.1.3 luxury hotel**

The luxury hotel is traditionally associated with superior facilities and services. Prestbury et al., 2005the. Usually, four and five-star hotel is considered as a luxurious hotel. Some example are Intercontinental, Kempinski, Waldorf Astoria, mandarin, etc mostly famous luxury hotel in the current era. (My hotel 2018.)

### **2.1.4 Resort Hotel**

The resort hotel is located in the tourist-attracting beautiful places like hill, mountain, river, lake, etc. Which is far from the residential area. In a resort hotel, there is a various extra facility like a golf course, swimming pool, bar, badminton court, etc. most of the resorts have food and beverage and room service facility with different sightseeing customers. Very few resort hotel is established for seasonal Period. Resort hotels are also divided into many forms such as Summer Resort, Winter Resort, Health Resort, and Hill Resort. (My hotel 2018.)

### **2.1.5 heritage hotel**

The heritage hotel is a traditional and ancient hotel. Guest is regarded as a god and welcomed in graciously and offer a room with their history. They provide traditional food and play folk music. This kind of hotel gives their best effort to satisfy their customers. some example is Jai Mahal in India, the neo-Manueline palace of Busaco of Portugal. (Ideas 2019.)

## **2.2 Statistic of hotel industry**

The hotel industry is one of the most fast-growing industries in the current world. In other word hotel industry is also known as the hospitality industry. Basically in this industry it consists of 3 basics components and they are a restaurant, hotel sector, and resort. This industry provides job opportunity many employers all over the year also it is helping in the increasing the GDP of the nation. it is contributing in the total revenue of the country as it is expected to show an annual growth rate CAGR 2019-2023 of 6.3%, resulting in a market volume of us\$220.277million by 2023. As we all know that hotel is a place where we visit while travelling for a specific program. A hotel is usually established to give easy service to the customers or to the different travellers from various part of the world. Meaning of the hotel has detached from the French word called (hotel), and its meaning is a semi-detached house. The hotel is a building facilitated with the various and well managed essential needed things that are required to the people temporarily. It should have a proper bed, attach bathroom is compulsory. while other services include television, refrigerator, table, and chair. Also, it depends on what kind or how many star hotel are all customer can use them and what type of facility they provide to customer Resturant, Gym, Swimming pool, etc., in a hotel. (Statista 2018.)

There are also different kind of classification of the hotel in this modern world according to the comfort and service they offered for the customers. There are various star hotels are available, among them 5-star rating hotel provides the highest level of service to the customers. In other hands, the 1-star hotel only offers an essential service to the travellers. Hotels are classified and have a catalogue in terms of their available facility and services. Also, there is a trend in various countries that various functions are made by using letters and diamonds. In recent time the scope of the hotel industry is increasing rapidly because of the trend of people to travelling is growing day by day. The word "hospitality." has been renown for the service and facility they provide to transit or the travellers. The hospitality industry offers a various wide range of services to the customers like lodging, restaurants, event planning, transportation, cruise line, and other services to the travellers for their facility. The hotel industry is a billion-dollar industry where various multiple groups like facility maintenance, a direct operation like a housekeeper,



porters, kitchen staff, bartenders, room services reception, cleaner, etc. Manage the overall hotel industry. (Eurostat 2018.)

### **2.3 Challenges faced by the hotel industry**

The hotel industry is not far away from a various difficult time. As they are facing and lacking various problems in day to day life, due to the lack of marketing strategy. A political issue and security challenges are decreasing the number of tourists which is resulting in loss of the existing business. Competition among hotels its self is a big challenge as existing companies have to always differentiate their service quality and generate different strategies so that they can provide the same facility at a lower price. As a result, to maintain the same quality of hotels is a problematic aspect. Now a day's lots of hotel booking are made through the internet where there is a high risk of cancellations of booking which result in a loss. As the hospitality industry is the fastest growing industry in the global market. Different technological advancements have been done to make the service better and easier for the customer. However, these industries are facing a lot of challenges that are affecting the businesses of the hotels due to lack of proper marketing strategies. Some major issues identified are described below: (Nain 2018.)

a) Changing customer expectations and choices:

Customers are the key assets of the business. The main aim of the business is to keep the customers happy and satisfied. But only making them wouldn't be sufficient it is necessary to make new customers and retain the existing ones. It is necessary to find the gap between the services provided by them and customer perception. The service that had delighted customers last time would now be an expectation. So, the hotel industry is getting more difficult with changing customer expectations.

b) Regular innovation and change in technology:

People are very concerned about the technology, and its uses in today's world. So, the hotel guests choose to stay in a hotel where they expect to find free Wi-Fi services, Flat-screen TVs, USB ports, music systems and so on. The hotel industry is relying heavily on technology to streamline its services. So, updating their services with development and technology is quite challenging for this industry.

c) Political and Security issues:

People travel from one country to others for different purposes and reasons. The place where the tourist travels and decide to stay must be safe. If the political condition and the security system of the country are not strong it might affect the hotel industry as the flow of tourists declines.

d) Skilled labour and Staff turnover

Tough competition in the market in recent years and irregular working shifts are the main reason for staff turnover and well-skilled employees. Retaining the best staffs in the hotel is the most challenging job.

e) Booking and revenue challenges:

Tourists have several choices and opinions to choose the hotels and destination. So, for this, the hotels have to spend a lot on marketing and advertising. It is created the revenue challenges as there is a high risk of losing loyal customers.

f) Seasonality of the business:

There is a high flow of tourist in the peak seasons which tend to bring a lot of business. So, the ongoing changes are the best challenge because they should maintain booking and pricing. More staffs and resources are required during peak season, and the percentage and flow of tourist decline heavily on the offseason. So, it is very difficult to manage and to earn a profit.

### **3 MARKETING IN HOTEL INDUSTRY**

Marketing is the process of activity that establishes the institutions, and method for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. (Gary Armstrong, Philip Kotler 9<sup>th</sup> edition page 34). marketing passes the chain to fulfil customer expectations and can be seen at the beginning of the company operation. It is the most valuable objects for the business company and depends on all small size and large size company. Without it, a business cannot be imagined. According to Holloway marketing a business philosophy that should encompass the whole organization. (Holloway 2004, 5.)

In this globally competitive world, a strong marketing methodology is basic to building a brand, attracting and retaining customers to maintain loyalty. Since customers acquisition is critical managers commit a great deal of time and assets to build brand strategy and making strategies. These advertising endeavours generally incorporate both print and digital collateral that helps in the retention of previous guests and visitors and the acquisition of new customer base. In the current context, not only marketing but the various medium of marketing tool are helping to grow the hotel industry. Likewise, among them, digital marketing is an important and essential factor as its direct link with the loyal customer through the internet. Digital marketing generates a higher growth rate, it saves money for promotion, it connects with the real customer via mobile. In the hotel industry marketing help to directly connect with customers so the immediate response and feedback can be received in one conversation. Marketing is always a tool which helps in increase in sales and annual income per year.

#### **3.1 7 P'S OF MARKETING OF HOTEL INDUSTRY**

The marketing mix helps us to understand what the product or service can offer. Marketing Mix is important as it answers how to plan for a successful product offering. The marketing mix is most commonly executed through the 7 p 's of marketing: Price, Product, Promotion, Place, physical evidence, process, and peoples.

## 7p of Marketing Mix



**Figure 1: Adopted from 7PS- Service Marketing. (professional Academy2018.)**

### 3.1.1 Product

Product is designed to meet specific customer's demand. In this regard, the product can be a tangible good or an intangible service which serves. The benefits offered by the product and unique selling proposition of the product should be understood by the consumers, a. Hotel industry's service industry serves various types of products. The various levels of products are incorporated. The core product of hotels is food items, whereas the basic product is the basic food item it serves. The expected product the customer expected is good ambience and good food in hotels. For augmented product, hotels should take care of its brand image, and for a potential product, the future transformation in the food and hospitality industry

is expected. Hotels can differentiate their products from the competitors on the basis of various factors like taste/performance quality, efficiency, nutrition, lower cost and ambience, good rooms, etc.

### **3.1.2 Price**

The actual amount the end-user pays for the use of the product and service is referred to as price. The pricing of product and service should be neither too high nor too low. Doing so would make doubt feelings on consumer about various issues of products. Generally, prices are affected by distribution plans of the organization, value chain costs and markups and how competitors price a rival product. Hotels can enter into the industry with a clear objective of maximizing its market share and attracting as many customers as possible. They can strive for providing higher value at a reasonable price in order to beat the market. To determine the price of a certain menu, they go through a certain level of steps. Steps for pricing includes the following:

- I. Setting the objective of maintaining the price of a particular product.
- II. The demand generation for any product is directly linked to price sensitivity.
- III. Estimating various types of costs associated with a particular product.
- IV. Analyzing of the competitor 's cost, prices and offers are done.
- V. Among various pricing methods, one is selected on the basis of its feasibility.
- VI. After the feasibility of pricing methods, the final price is selected.

### **3.1.3 Place**

One of the most important factors for determining the success of the business is the location. The place has to be dealt with about how the product will be provided to the customer. It helps to access the best channel for a product as well. There is no hard and fast rule for selection of proper location. Some hotels are established in a crowded busy area and doing best while some are established away from the city and crowded area and perform excellently. Hotels can run best with best strategies.

### **3.1.4 Promotion**

The promotional items are equally important in terms of 7 p 's in marketing. It includes eight various types of integrated marketing communication mix. One needs to differentiate between marketing and promotion. The primary between marketing and promotion is that promotion is a part of a company's overall marketing mix. It can be said that marketing can exist without promotion, but promotion doesn't exist without marketing. Promotion is simply part of marketing. Promotion enhances visibility.

### **3.1.5 Physical evidence**

Physical evidence is evidence that product or service exists. It is the material part of a service. Customers tend to rely on physical cues to evaluate the product before they purchase it. The layout of the hotels should be good.

### **3.1.6 Process**

There are a number of perceptions about the concept of process within the business. The process is the means to achieve an outcome. However, it implies a logical sequence of getting things done in the organization. The process should be in a good experience. Generally, in restaurants, the ordering of food has some order as well. Firstly, the order is placed to the waiter. The waiter passes the order to helper in the kitchen. Kitchen staffs along with head chef prepare the dish. After the dish is ready, the dish is again served by the waiter to the customer, and finally, the payment is made at the counter after the bill is presented at the customer 's table. This process helps to improve the customer experience.

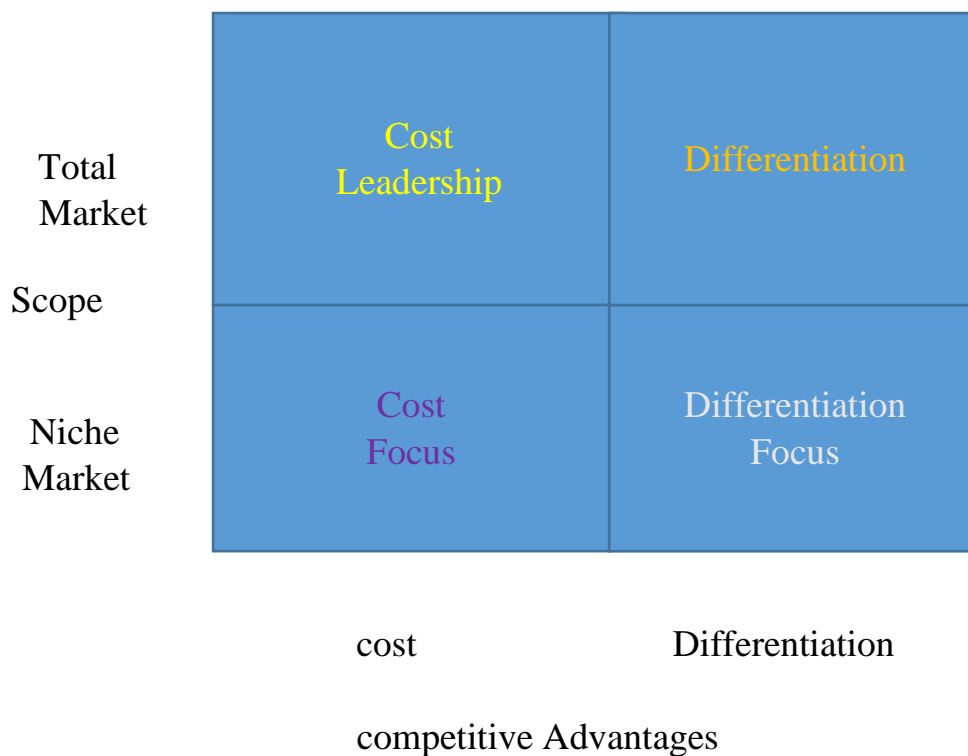
### **3.1.7 People**

People have an important role in service delivery and are relied upon to deliver and maintain transactional marketing where they play an important part in building the customer relationship. The success of any business depends on how motivated and experienced its staffs are. So, people should be managed in the best possible ways.

### 3.2 Marketing Strategy of Hotel Industry

The strategies by Michael Porter defines how a company pursues competitive advantage over chosen market scope in the complex global world. Porter has simply proposed three generic strategies that provide a good starting point for strategic thinking: overall cost leadership, differentiation, and focus. The company can gain market share by reducing costs to a level below those of the organization 's competitors in cost leadership strategy. The strategy of differentiation includes the offering of a different product and a different marketing approach. The third strategy, an, i.e. focus which chooses a narrow segment within its industry and offers products to that particular segment. Finally, there is a different strategy, i.e. stuck in the middle which is a rare case where the firms follow each generic strategy but do not achieve any of them. Marketing strategy is a part of the hotel industry, but there is always a question of how you do it that marketing research to make better for the hotel. Therefore, there is two main market research method one is primary, and another is secondary market research, where primary includes a little more than secondary such as interview, observation, experiments and group also, but on the other hand, secondary also called desk research it could also be taken from comments and articles. (Wansley 2003, 54.)

#### Porter`s Generic Strategies

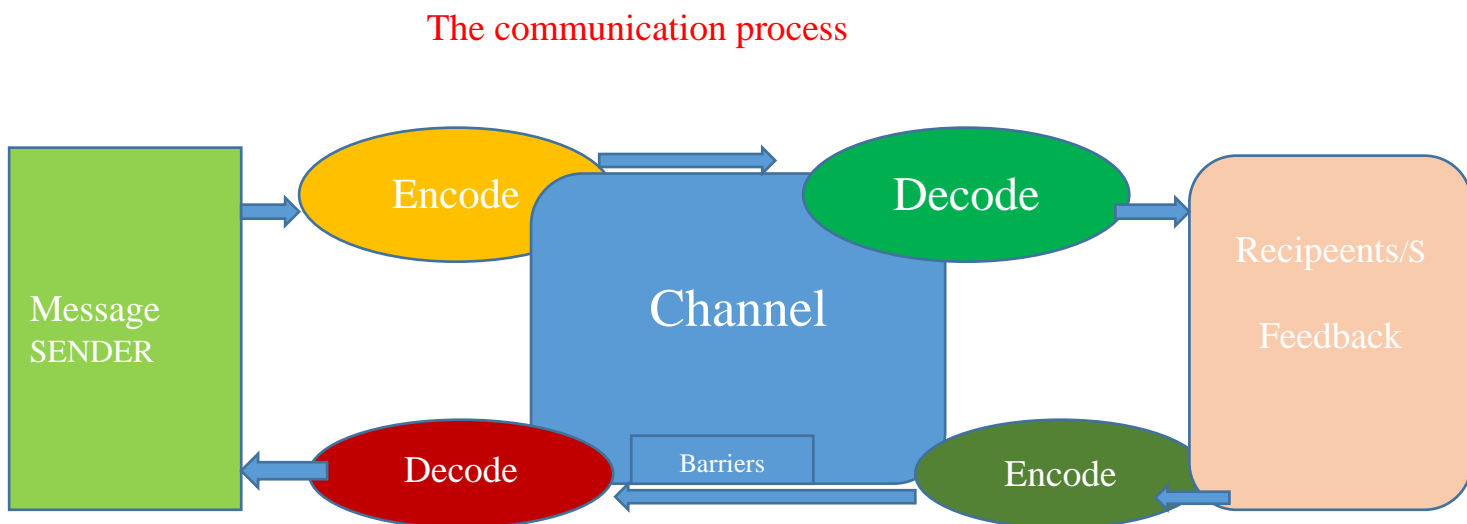


**Figure 2: Adapted from Porter's Generic Strategy. (Businesssetfree.2019)**

### 3.3 Communication Channel of Marketing

It is an important medium of communication from which message is transmitted from the sender to receiver. In any form if the information is forward-backwards or sideways is known for the medium of communication. It also says that the information flow within the form to other organization.

There is also the chance of breakdown of communication if this thing occurs then there will be inefficient communication and misguide the information. Good rules and regulation are followed by the company while dealing with external agents.



**Figure 3: Adapted from skillyouneed communication process. (skillyouneed.com 2019)**

### 3.4 Digital marketing communication in the hotel industry

Marketing communication is the widely used tool in all hotel industry in the present situation. It is used in order to inform customers about its products and services. In this 21<sup>st</sup> century, the hotel industry is thinking widely than they use to think before. Advertisements are done frequently, and people are more attracted to them. Clearly, this shows why the companies must make a new and creative idea to generate new mindfulness, inventing new brand and delivering to the customers. Kotler and Keller say that there



are different eight marketing communication mix model to spread customers. (Kotler et al 2012, 500.) they are mention below:

**Advertising-** a paid or not paid personal, or company presentation or promotional tool of the company`s products or facility is shown in any form of media communication. **Sales promotion-** sales promotion is defined as short term promotion or offers to increase the sale of product or services. There are two types of sales proactive and reactive. **Events and experiences-** many companies can organize or create events to show their services to direct customers with face to face interaction with all the clients. **Public relations and publicity-** it is a vital tool to get a direct connection with both internally and externally to showcase the real company face. **Direct marketing-** marketing done with the direct link to the customer through the medium of various social media such as phone, email, mail, pump plates, etc. is known as direct marketing. This medium widely used in recent times. **Interactive marketing-** interactive marketing is the platform for the company to show them in the form of the internet. All the online company websites and Facebook, YouTube and other various social media sites are the media. **Word-Of-Mouth marketing-** positive or negative everyday talk of any product or services through personal communication is known as the mouth of mouth marketing. This marketing either increase its value or decrease value depends upon the person thought. **Personal selling-** visiting the clients directly with excellent communication or via direct telephone contact with the actual customer is known as personal selling. (Kotler et al 2012, 498.)

### 3.4.1 SMS/MMS marketing

Nowadays in the field of online marketing communication (OMC) is advanced, due to this its outstanding is become essential in the present context. Now a day's newer function, i.e., a short message and multimedia messaging service (MMS) are providing better services with more opportunities. some Danish companies (n=273) and advertising and communication sector (n=129) carried out a sample survey which shows SMS/MMS marketing will grow in the future. (Jensen and jepseb 2008.)

### 3.4.2 email marketing

An email is a vital tool of marketing which helps to maintain a good relationship with customers and hotel in a direct manner. Email marketing help to send a massive amount of the same message to many customers .Many hotel industry has developed the new methods between the emails (spam) and direct email to regular customers according to their relationship with them. Recent time the hotel company

have realized that the spam email created an irritation to customers, so they have started to send the email messages to only the understandable customers according to their needs and wants. (Kotler et al 2009, 29.)

### **3.4.3 E-marketing**

With the advancement of social media and various e-commerce has lifted the hotel industry level up not in case of discovery booking and overseeing convenience client facility, or internet service instead increase in social media tools for the hotel industry. There is a various important role of social media in the hotel as social media are the most common and the best way to drag the customer by attracting the customer by saying best common words and get more customer. In this platform, a consumer asks for recommendations, suggestion and make their decision whether to choose or not that hotel. So it is essential for the customer to run e-marketing in a hotel for continuous-time. In the present contents, various e-marketing tools are discovered among them most of the standard e-marketing tools, and they are: Facebook, Twitter, Instagram, E-mail marketing, what's app etc. (Tom 2018.)

### **3.4.4 Role of marketing in the hotel business**

In any kind of business marketing strategies plays a significant role in developing a new brand, captivating new guests and maintaining faith towards them. And the hotel industry is no different than the other hotel industry is merely made up of tourism, so the regular branding is essential in this sector. Many hotels industry know the marketing awareness exists in and the same service will be used by the same customers repeatedly. Same repeated customers bring high revenue, so marketing tool must rupture to connect the past relationship with past clients in order to look for a new one. The hotel industry uses different strategies to grow and maintain the balance of the marketing plan. many customers choose the hotel industry for a various reason by researching them. The role of marketing determines which factor makes the customer choose a specific hotel. By direct touch with customers, former guests review on the website to increase the value of hotels by actually customers what needs. Brand awareness is very vital to attract more customers. If the target customers don't know the service of the hotel the customers can't buy it, marketing tool should be very simple, and information should be up to date of hotel, restaurants, resorts. The hotel industry can do this kind of advertisement by publishing on various magazines websites and on important travel sites.

Promotion is the significant medium to attract the customers in the annual time of the year ending, usually, when the business is slower. Various offer, discount vouchers, gift cards, etc. are the major outstanding medium to grab the market as they are the never-ending process, which always plays a vital role to develop the hotel business. A good relationship with the customers always ensures the repeat of business. As the hotel reception person is always humble and polite to customers which help to maintain a strong relationship towards loyalty customers. (Geeta 2017.)

## **4 DATA AND METHODS**

In this section, data and methods, the process of collection of data is used. In this thesis, a quantitative method is used for the data collection. There are usually two sources of data collection one qualitative and quantitative research methods. For various reasons, authors used the quantitative methods to collect the data with the help of questionnaire survey from the various visitors to the hotel of Nepal. This chapter will cover the discussion of research methodology, quantitative methods and validity, and reliability, which makes this thesis easier to read and understand for the readers.

For the survey of this thesis, the question will be asked from the 20 peoples. The question of the survey will be printed and hand over to the person who is part of the survey. The Author decided to also take an interview from the manager of the hotel through the skype or some other social media site for a better understanding of the survey and make it good for the reader.

### **4.1 Research methodology**

The research methodology is the tool that solves systematically and scientifically the various research problems.it refers to the scheme that they use in the execution of the research operations. Many writers have given many definitions for research methodology but the main description meets the same guide. According to the business dictionary, research methodology processes used to collect information and data for the purpose of making a business decision. Webster's twentieth- century dictionary defines "the term research as a careful, patient, systematic, diligent inquiry or examinations in some field of knowledge undertaken to establish facts and principles. There are many research methods tools, but generally quantitative and qualitative research methods are generally widely used in the markets. In this method, the creativity of various groups is made up to find out the result of a certain task, the research data and unknown aspects of various difficulties have to be co-related with each other to clarify the findings or results. (Kumar 2008, 5-7.)

### **4.2 Data Sources**

Data collection is a very important and vital factor to show any thesis also showing and selection of data collection system is also very vital and play a key role to show the correct data. Data collection provides a direct impact on the actual result of the research as well as on the validity and reliability. In this thesis,

the author has used the quantitative research method which is the most important and vital source to complete this thesis.

#### **4.2.1 Questionnaire**

The questionnaire is an important part of the thesis for those who are writing a thesis by using quantitative research methods. However, in the questionnaire, there is a list of questions related to specific field and respondents are supposed to answer these questions in their own manner. Different types of question are selected by the researchers such as close-ended and open-ended. In the close-ended questionnaire, the researchers especially use quantitative research methods with multiple answers for the questions and the data of the research shown by the pie-chart, diagram as well as percentage methods. (Research methodology 2018.)

Here authors have used the close-ended questionnaire for the survey and questionnaire were asked multiple questions to the respondents to complete the questionnaire. after getting the answer the coming result is showing in the form of pie chart diagrams. The survey was held in Kathmandu and asked questions from the printed foam of questionnaire.

#### **4.2.2 Validity and reliability**

The word validity is related to the combination of information that shows the circumstances designed by the researcher. For this kind of research, the experimental research is necessary with the various people attitude and performance followed by the questionnaire-based interviews and surveys. Thus, the collected information may differ to some imperfections comparison with the result obtained from the viewpoint of natural scientific data. The researcher has conducted the survey in a proper and in a systematic manner in this thesis. The data collected via questionnaire among various visitors in a specific place is reliable and on traveller's choice, behaviour and attitude. The questionnaire is distributed among visitors travelling to hotels, restaurants, cafe. Various hotel staff have helped a lot to find out a survey and to do valid research of this thesis. (A.J.Veal 2006, 41.)

### **4.3 Survey about the marketing of the hotel industry.**

The author arranged a survey of 20 peoples. In the survey, some basic and important question was asked from the respondents about the importance of marketing in the hotel industry. Furthermore, the survey had 19 sets of questions with multiple answers where respondents had to choose one answer from those multiple answers and many of them enjoyed during the survey. The survey questions were asked 20 random peoples who had visited the hotel Majhari and hotel Mount view, the was done at the beginning of November 2019.

The author had also arranged a 6 interview with the hotel manager and reception. The author went to hotel Majhari and take an interview in the hotel restaurant and also in other outside places. There he finds a hotel manager Prakash basnet, Reception person Sova, Nilam and chef Sanam. In the visiting author explain about the topic of the thesis and want to know more about the hotel and its system. The hotel manager was very kind and helpful to us and share a very good experience with us about the marketing of the hotel and its challenges. Prakash said that most of the people use TripAdvisor, and booking.com as the internet source and Facebook likewise Instagram is also famous. Nowadays more people use internet medium as a marketing tool to find a hotel. They were updating the system and providing a new easy channel to assessment. Customers come for a budget hotel and expect a cheap price. Receptionist sova said that she has not found any fake booking site and complaining about that, other reception people also said that customer wants clean rooms, nice bathroom, and good service culture of the hotel. Most f the customers visit for business purpose and for a short interval of time to stay in. In another hand other three hotel manager reception idea was also the same that the location of a hotel quality of food, online booking services, good culture etc. are the key point in the hotel business.

Finally, in summary from interview author has decided that marketing in the hotel industry is a vital and essential factor. Social media sites, online booking sites should be updated in order to get all the customers using any marketing tool to search for a hotel. Good culture, cleanliness, check-in check-out service should also be kept in mind. Hotel mount view manager also said that some customers are also in walk-inn to reserve room but in very few cases. Support from both the hotel manager and reception was very supportive

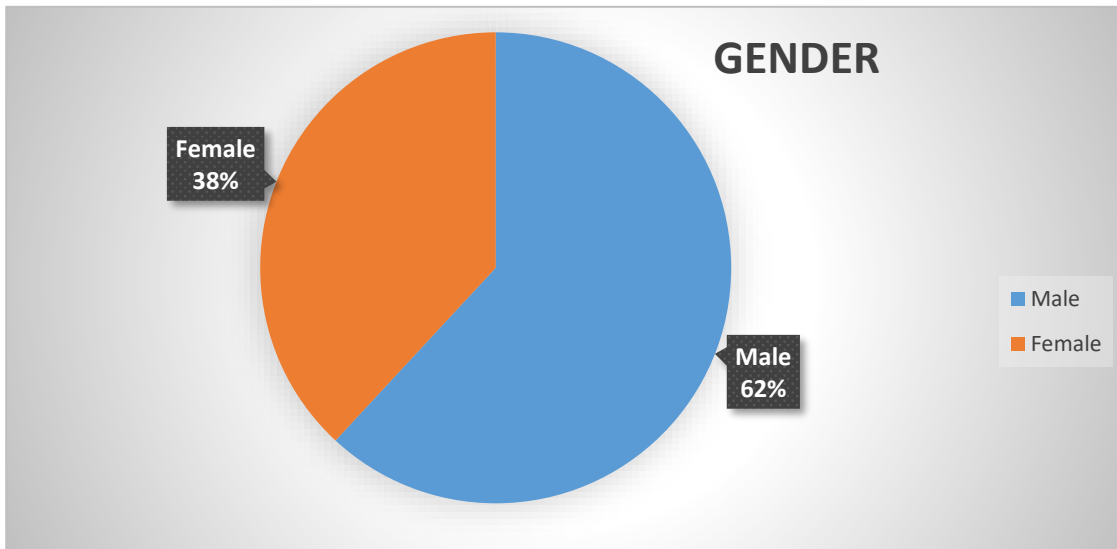


FIGURE 4. Survey Question #1 Response

Figure number 4 shows the total number of a male and female person that they have participated in the survey. There was two option to choose that was Male and Female. The more male member took part in the survey than the female. among them, 62% were male and the remaining 38% was a female member. All male and female people took the survey in a very interesting manner and helped me a lot to complete my research.

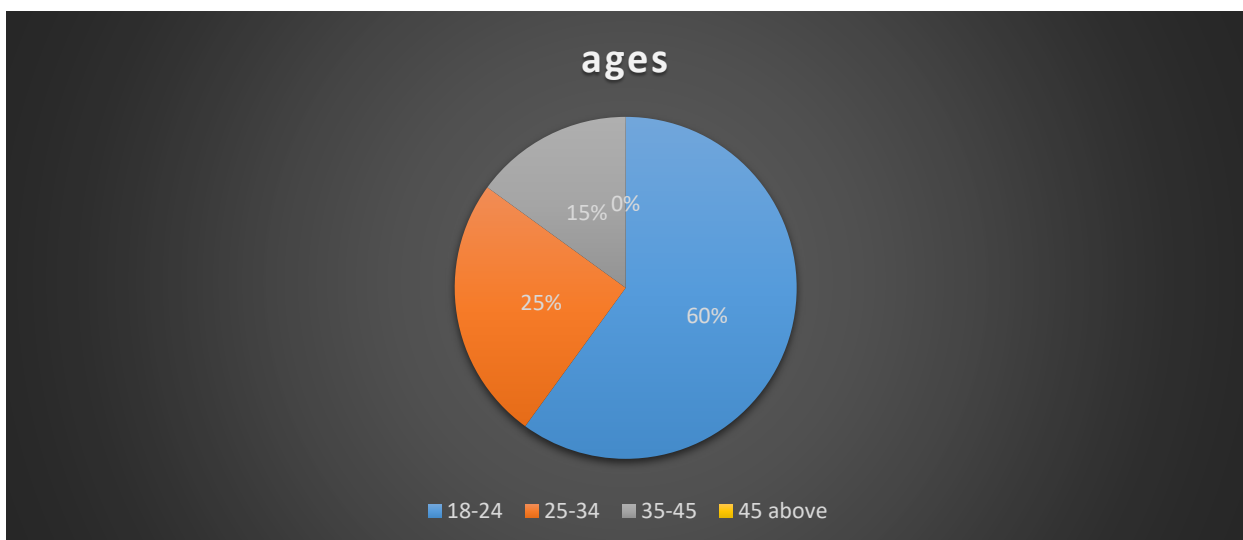


FIGURE 5. Survey Question #2 Response

Figure 5 Above pie chart clearly shows the age group that was participated in the survey to fill the

questionnaire. The question in the survey was in which age group do you belong to ? According to the data shown by the pie chart, more than half of the participants i.e. 60 % among them were from the age group 18-24. Similarly, one fourth i.e. 25% of participants were from the age group 25-34. similarly,15% of participants were from the age group 35- 45. however, there were no participants i.e. 0% were from the age group above 45.

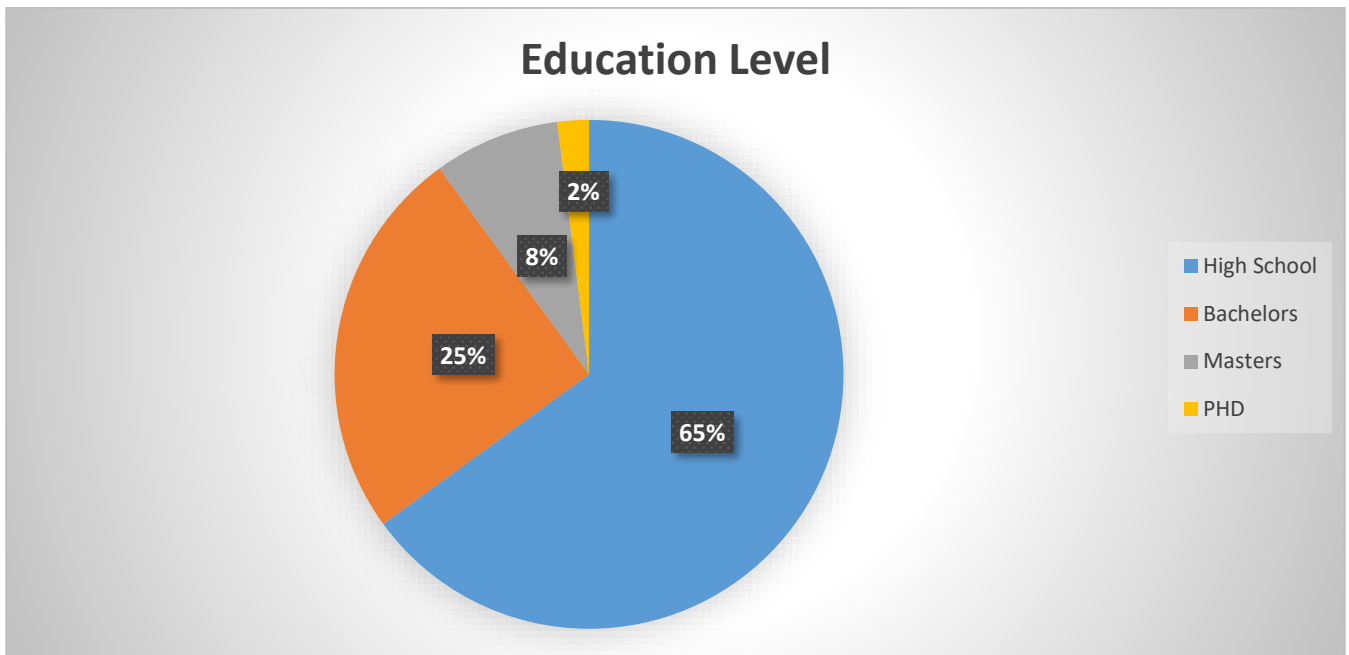


FIGURE 6. Survey Question #3 Response

Figure 6 Above the pie chart show the education level of the immersion that took part in a survey. Among them, most of the people were from high school background as it shows in pie chart i.e. 65%.similarly after that bachelors passed student were more as 25% as shown in pie chart.8% of the participant were masters pass and only 2% were PhD holding graduate participated took part in the survey.



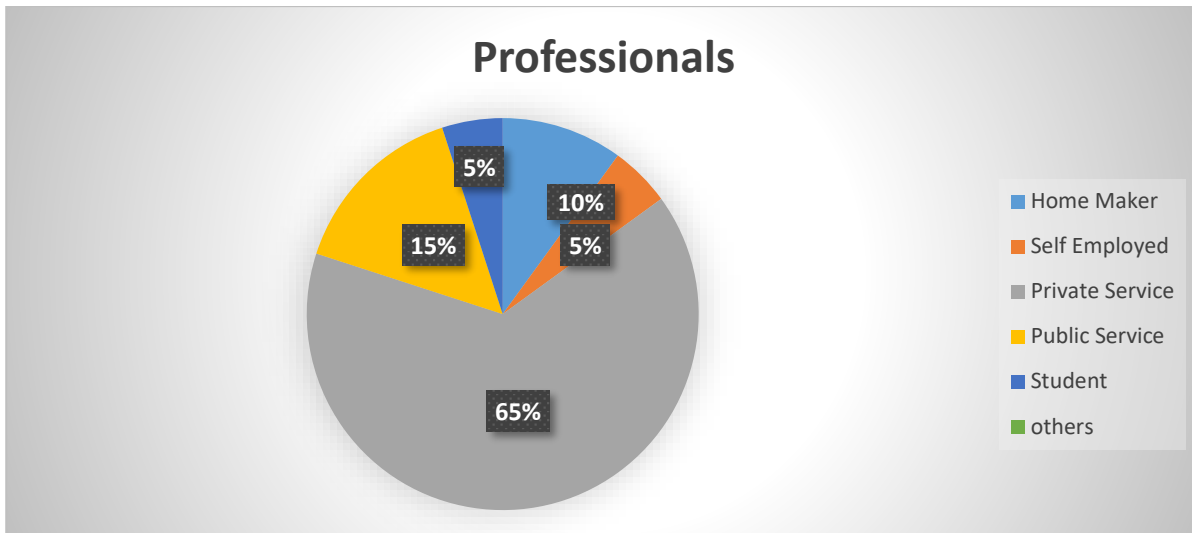


FIGURE 7. Survey Question #4 Response

Figure number 7 My fourth question in the survey was what is your professional line of involvement? A person who is working in the private sector were most to take in the survey as 65% of people were working in the private sector. Likewise, 15% of people were working in the public sector as in government field. 10% people were involving in homemaker and were doing a household thing, the remaining 5% of people were self-employed and other remaining 5% was a student who came to visit as school short trip. All the professionals that took part in the survey are clearly shown in the above pie chart.

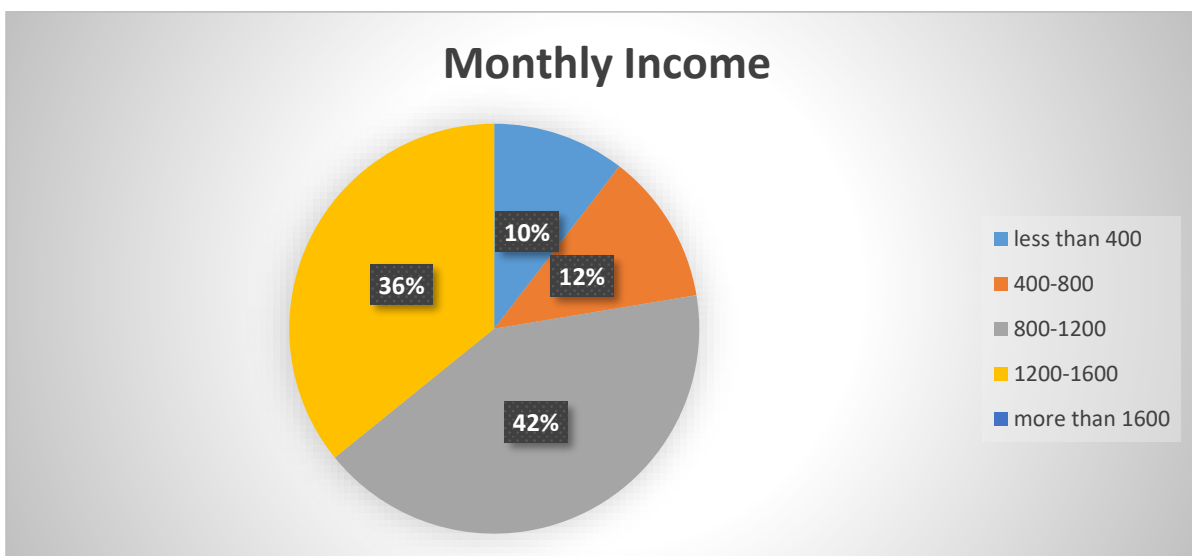


FIGURE 8. Survey Question #5 Response

The fifth question of the survey was (what is your monthly income in euro) And the answer was interesting which I have shown in the pie chart. Most people were earning about 800-1200 euro in a month as it was 42% overall. 36% of people were earning more than 1600 in a month. Similarly, 12% of people

were average earners as 400-800 euro per month. at last only 10% of people who took part in a survey were earning less than 400 euro in a month.

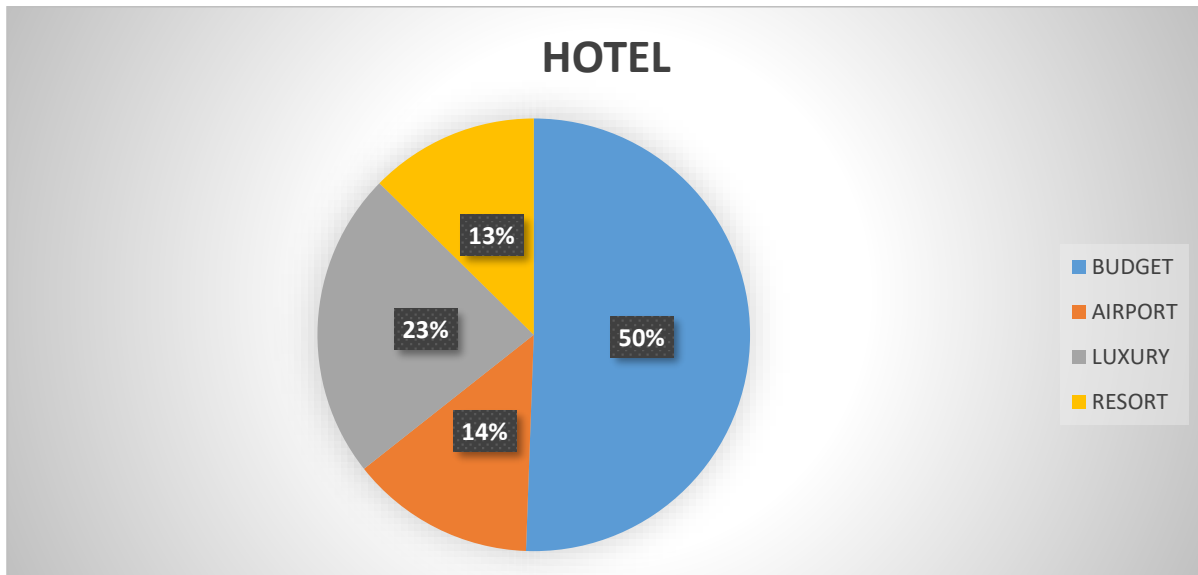


FIGURE 9. Survey Question #6 Response

My sixth question was what type of hotel do you love to stay in? Most of the people were very excited and enjoying so say in what kind of hotel they like to stay as 50% people like to stay in budget hotel. 23% people were more focus on hotel facility and services as they choose a luxury hotel to stay in and to spend comfortable night. 14% people like to stay in the airport hotel and this kind of customer was frequently coming for business purpose. At last, only 13% of people were like to stay in the resort hotel as shown in the pie chart.

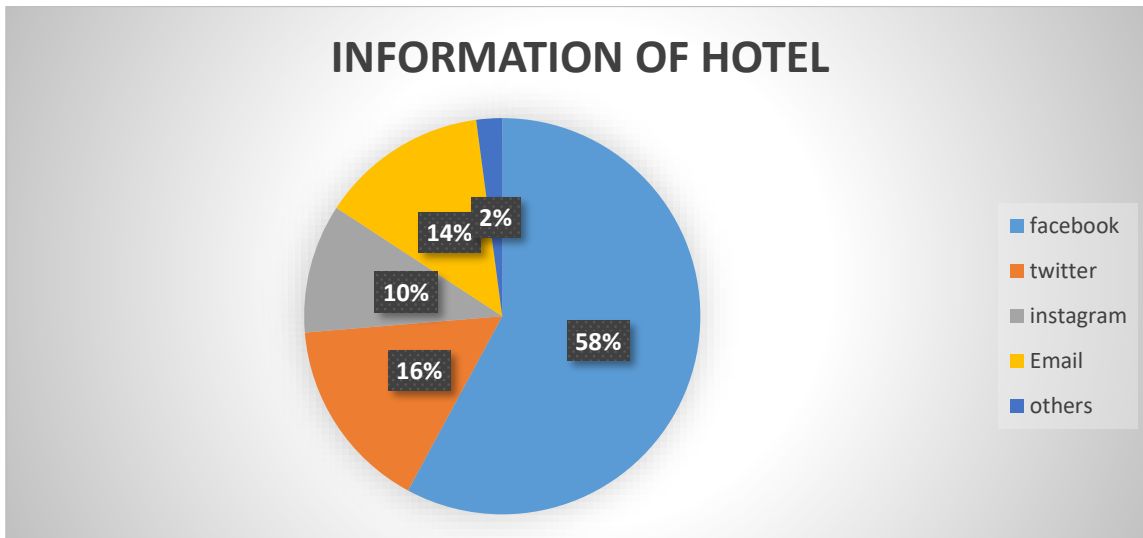


FIGURE 10. Survey Question #7 Response

My seventh question in the survey was while making your first choice of staying in hotel, where did you get information about this hotel? Most of the people used Facebook as a marketing tool to find hotel as 58% of people were using Facebook to find hotel. 16% people were using twitter to find different hotel similarly 10% people were using Instagram to find hotel. Email marketing was also famous among many customers as 14% people used email. And 2% of people were using google information to find out cheaper hotel which was interesting to know that all these things are clearly presented in the above pie chart.

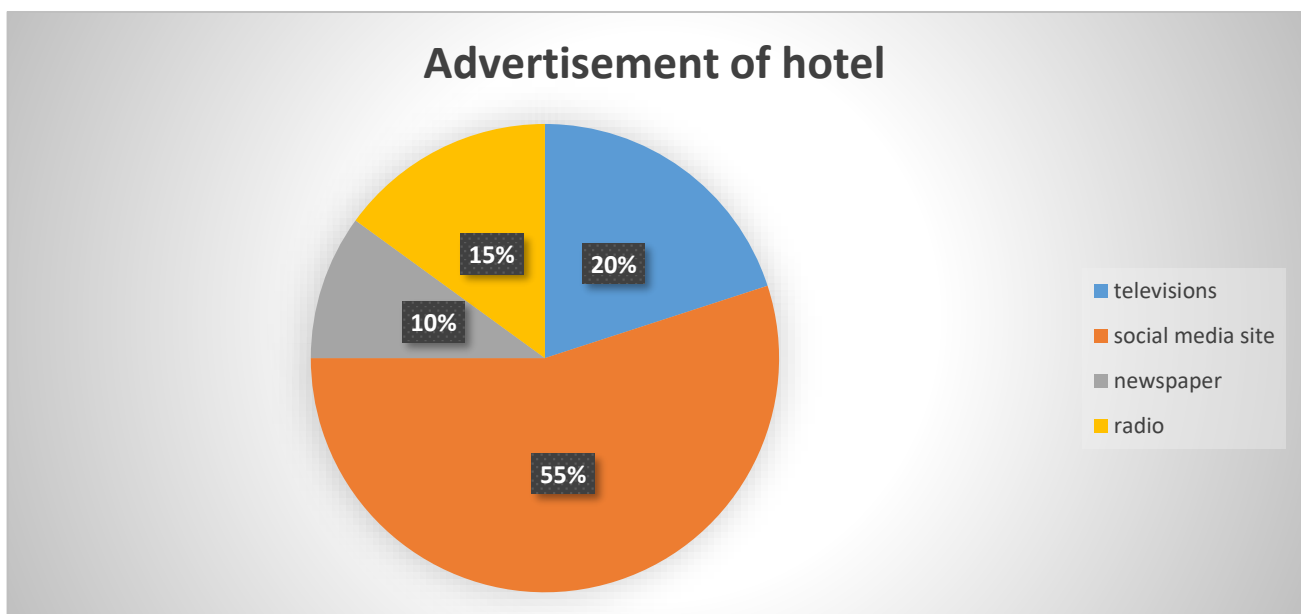


FIGURE 11. Survey Question #8 Response

Figure 11 Deals with how often are you exposed to the advertisement of hotels and which medium do you use most? As shown in the pie chart more people were using social media site as 55% were using social media site for advertisement. Likewise, 20% of customers were using television as a source.15% people were using radio as to know about the advertisement and only 10% of people were attracted to the newspaper.

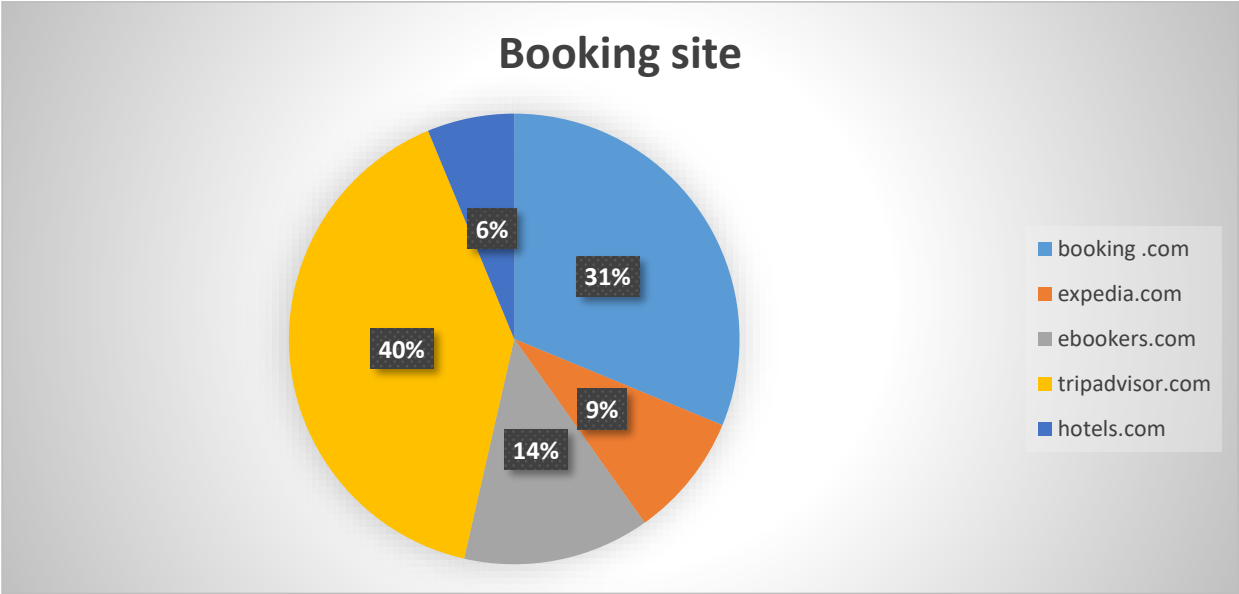


FIGURE 12. Survey Question #9 Response

Figure 12 Illustrates what kind of booking system did customer use to find a hotel? The participant was curious to give the answer to this question most of the people use tripadvisor.com as a most use booking site as it covers 40% of the total number of people use this site. After that 31% of people were using booking .com site. Similarly, 14% of people were using ebookers.com likewise 9% of people were using Expedia .com and only 6% of people were using hotels.com to find a hotel.

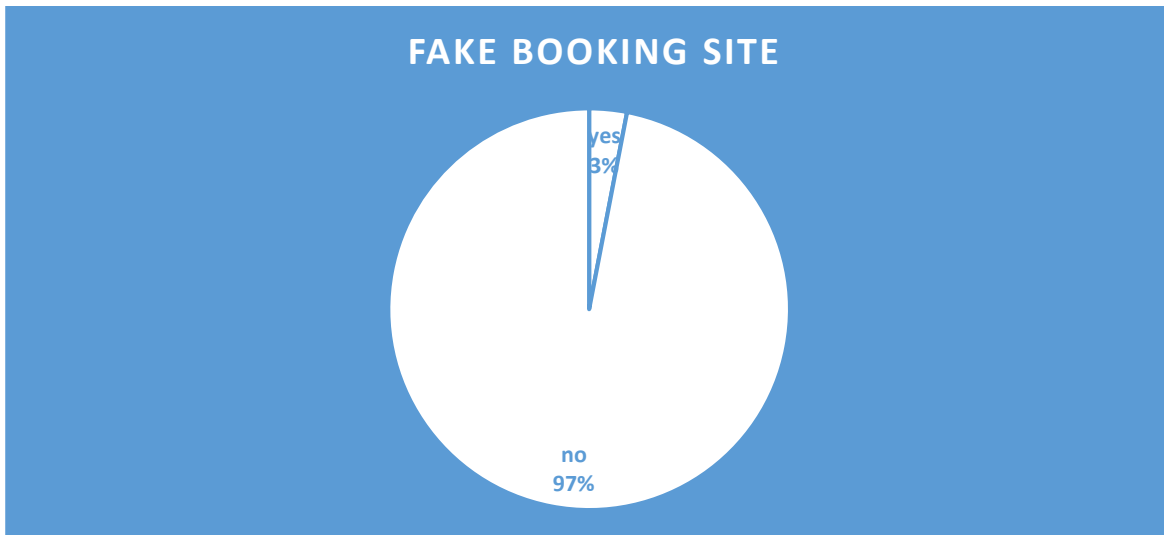


FIGURE 13. Survey Question #10 Response

Figure 13 describes have you ever experience a fake booking site? Most of the people were aware and choose the renown booking site to book their hotel as 97% of people did not experience any fake booking site. Only a few just 3% of people were found that they had been suffered from fake booking site, as a result, they did not get the room that they had a book by seeing in the net also the service that shows in the net were not available and had to pay extra to get the service.

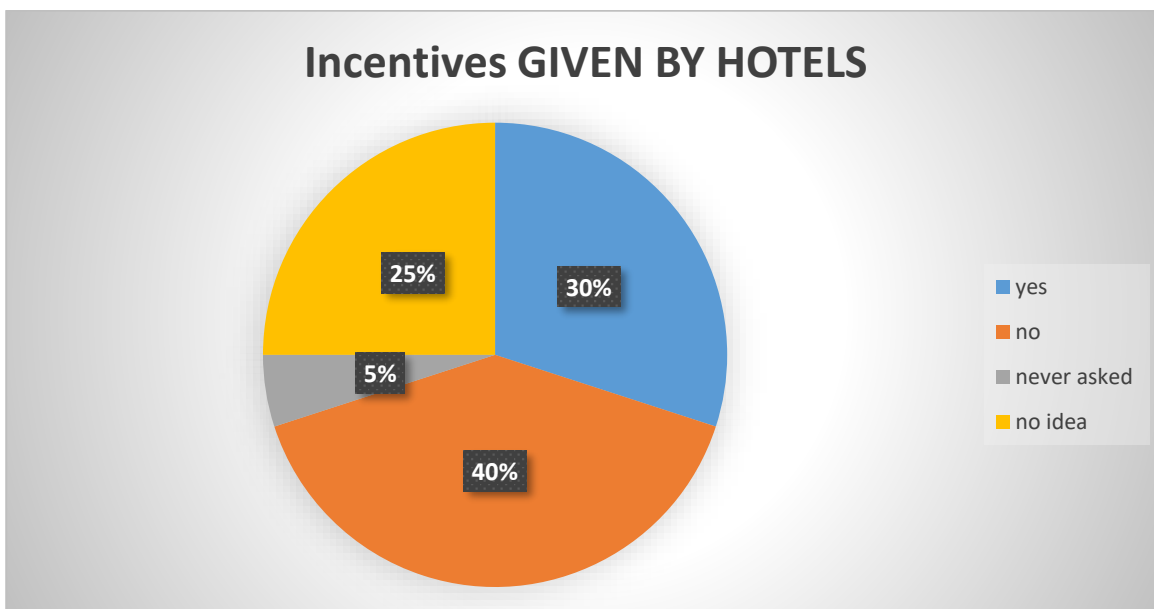


FIGURE 14. Survey Question #11 Response

Figure 14 Describes does your hotel provide any incentives like a discount, bonus point etc? The answer was interesting as while giving an answer was laughed and said no we did not get any discount and

bonus as 40% of people did not get anything. But some lucky 30% of people got some discount and bonus occasionally and they were happy to get those incentives.25% of people were unknown about the scheme and had no clue about that.In the end, 5% of people said that they have no idea about the bonus discount.



FIGURE 15. Survey Question #12 Response

Figure 15 In the twelfth question participant responded about how often marketing helps to meet your expectation during hotel searching?56% of the participant said that they meet the expectation sometimes while searching hotel.25% of participants said only very often they meet the expectation and 14% said that they had never met the expectation and at last 5% participants said that they had never use any marketing tool to find hotel searching.

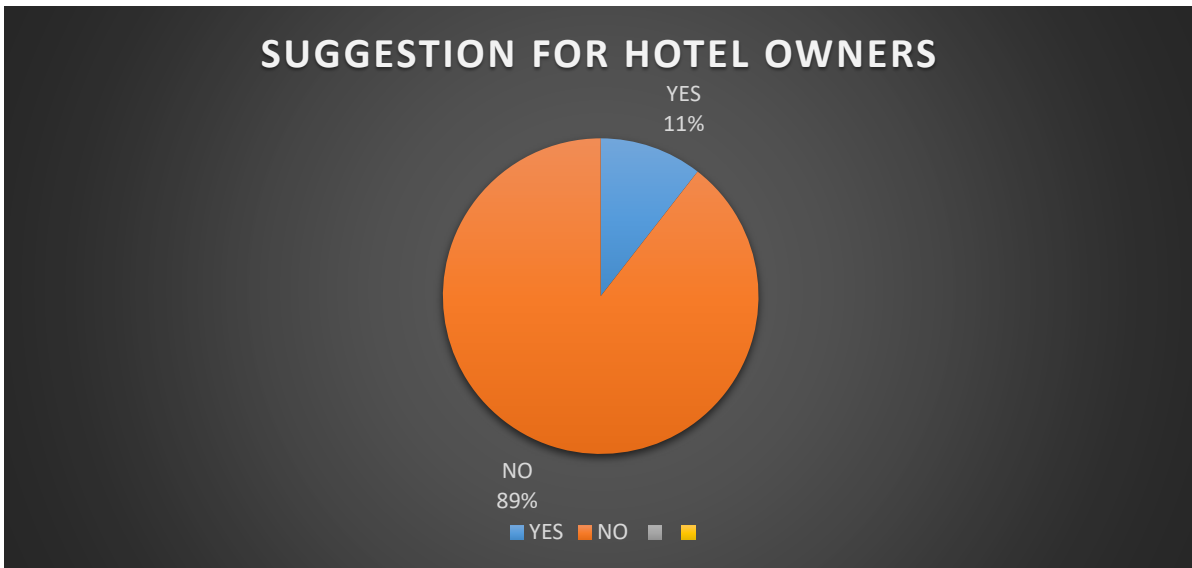


FIGURE 16. Survey Question #13 Response

Figure 16 Illustrates that do you have any suggestion for hotel owners to increase more customers?89% of participants responded and they don't have suggestion for hotel to give.11% participants said that they have to focus more on customer satisfaction by providing,bonus,discount, high-speed internet, and more promotion activities can be conducted to get more customer was very important suggestion given by the participants.

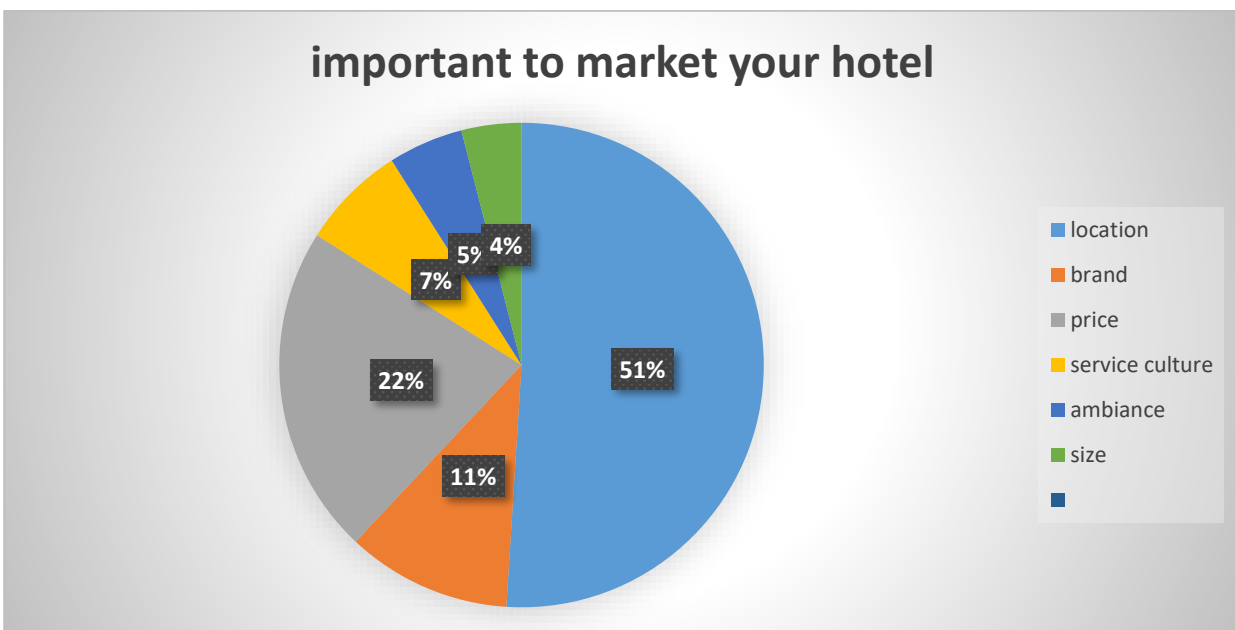


FIGURE 17. Survey Question #14 Response

Figure 17 Illustrate which variable is important to market in your hotel? this question was for the hotel manager and also for the reception who were working in that hotel and feedback given by them were very positive and excellent. They said that location was a very extremely important factor to attract customers. As the right location leads to the reach the customer destination easily to reach as 51% shows in a pie chart that it is important. Brand of hotel was 11% important as only targeted and the regular high-class customer was coming in regular interval, so it is a very important factor. Price was also regarded as one of the most important factors as every person were coming and booking the hotel only after looking at the price as it shows a total of 22% of customers were aware of the price. Service culture was also an important factor as 7% were aware of a service that was provided by the hotel as they said to us in the survey. The ambience was also a key factor for customers and 5% of people were concerned about that. But only 4% most of the customers were highly determined about the size of the hotel and surrounding.

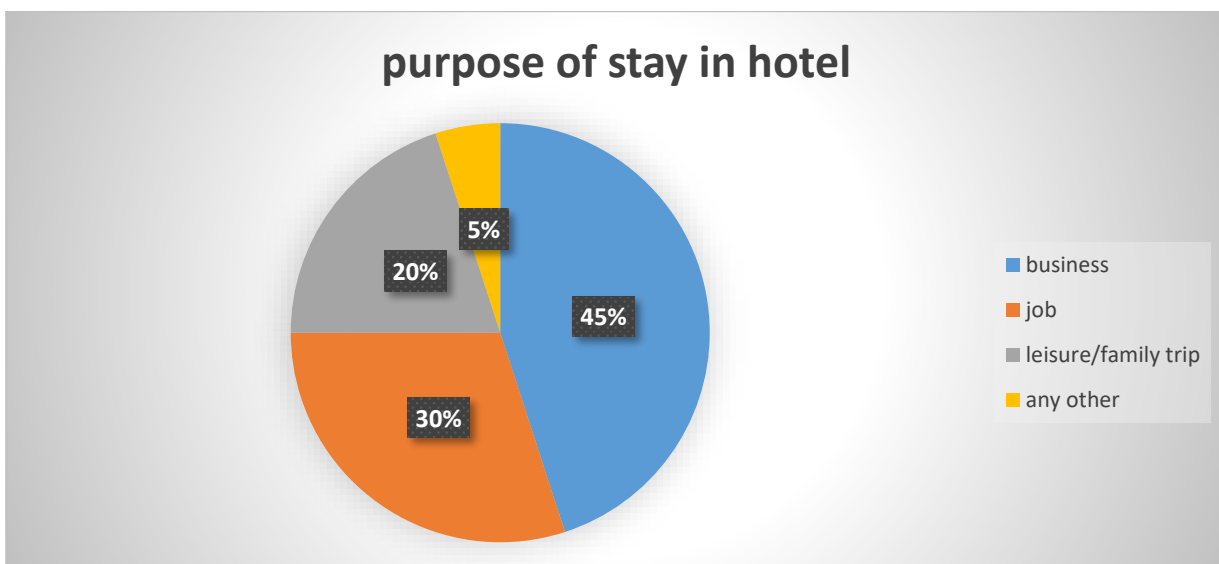


FIGURE 18. Survey Question #15 Response

Figure 18 Deals with what kind of purpose they are staying in the hotel. Many customers were there for business purpose as 45% shown in the pie chart. Customer attending job purposes were also more as 30% of hotel clients were to attend their job. Likewise, to enjoy leisure time and family time with family 20% of customers were there and enjoying their trip to the hotel. Only 5% guests were there for other purposes like for marriage, concert, events etc.



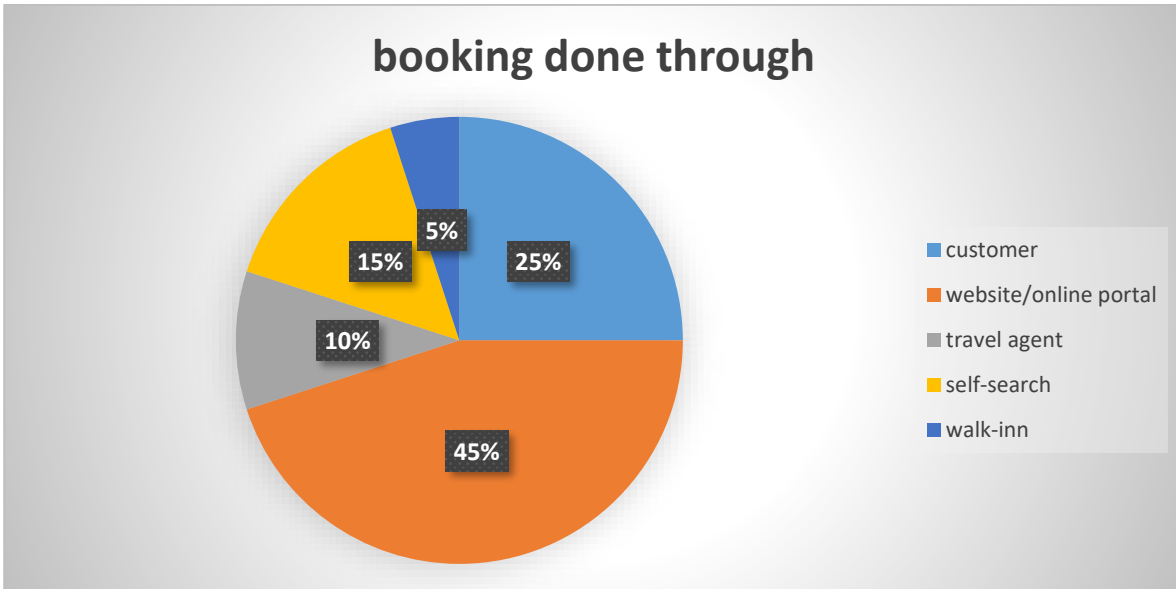


FIGURE 19. Survey Question #16 Response

Figure 16 Deals with the booking done through various sources. Among them, website /online portal was very important as many guests use this medium to book their hotel as 45% of guests use this source.25% of customers were thereby mouth to mouth communication and with positive feedback given by other customers made to choose that hotel.15% people use self-search and find their hotel while travelling,similarly 10% customers use a travel agent to book their hotel while travelling in various part of the world.at last only 5% customer use walk in to find hotel and they said it is quite rare to get the hotel room as they need.

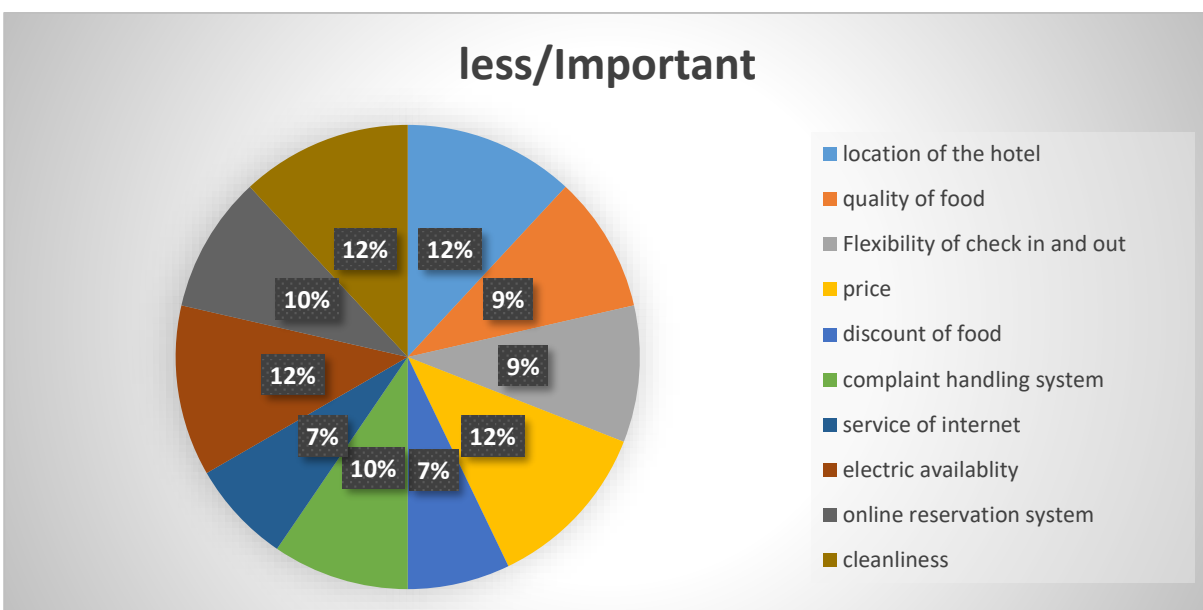


FIGURE 20. Survey Question #17 Response

Figure 20 explains that with the question kindly select the following parameters according to their importance to you while making a choice for selecting a hotel? As 1= less important and 5 =extremely important from the above pie chart, we can see the parameter of various choices while choosing the hotel. Here 12% is equivalent as 5 i.e. extremely important and in those sections, there comes 4 different options and they are the location of the hotel, electronic safe in the room, cleanliness of the hotel, and very important price per room or per night. Similarly, 10% represent as a very important factor with a rating of 4 and in this option, there comes flexible check in check out and comfortability of the bed and other amenities. Likewise, 9% denotes the equivalent as 3 in rating and in this option, there comes 2 options they are quality of food and online reservation system and room. Finally, 7% represents the equivalent as 3 which is known as moderately important and in this section, there comes 2 options they high-speed free Wi-Fi connectivity as (service of the internet), discounts on food and rooms. Now we can say that from the above pie chart we can clearly see that the various options are deeply analysed by the customer while choosing the hotel on the parameter of less important as rating 1 to the extremely important as a parameter of 5.

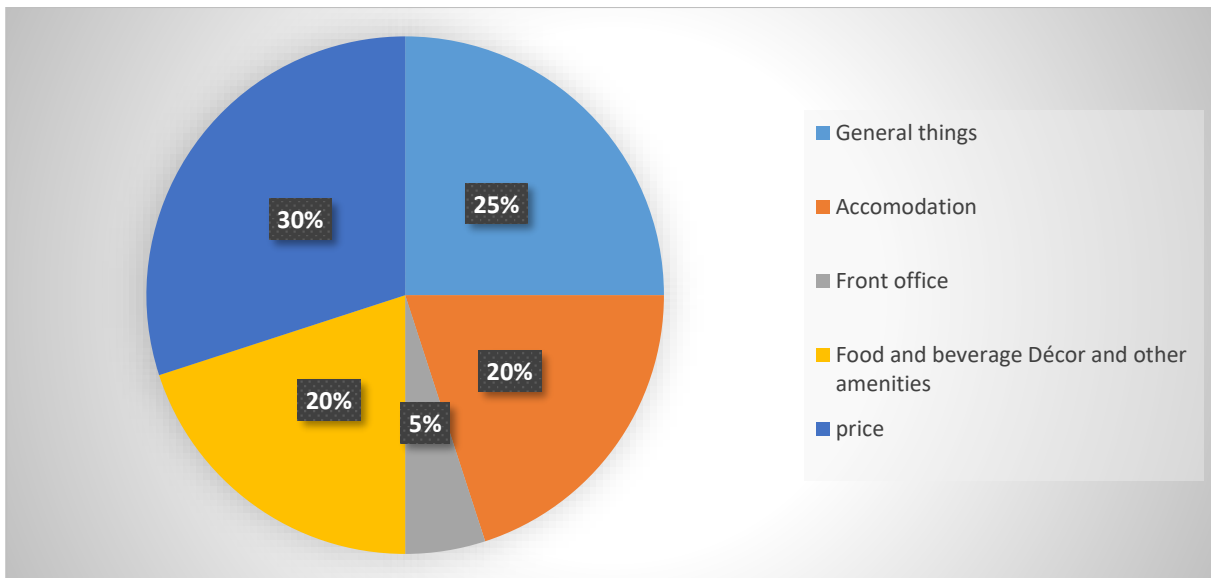


FIGURE 21. Survey Question #18 Response

Figure 21 questionnaire is that kindly state your level of satisfaction and dissatisfaction towards the following parameters during your stay in this hotel. as 1-fully dissatisfied, 2 dissatisfied, 3 neutral, 4 satisfied, and 5 fully satisfied. From above pie chart, it shows that 30% people are fully focused on price and are more careful about check out and billing procedure also in towards pricing of food and they rate

as fully satisfied with a parameter of 5. In general things 25% customers are well focused and look forward in pleasantness in general, hospitality and expertise of the hotel staff, cleanliness of the room, comfortableness of the bed, check-in procedure, overall dining experience and overall ambience of the hotel and satisfied with rating of 4. In accommodation and in food and beverage both share 20% as customer rates overall as satisfied in quality of food, food and beverages, furniture and setting arrangements etc shows satisfied in stay in hotel. In the front office, a customer was neutral with 5% as the hotel provide services like willingness to the staff to serve décor and amenities.

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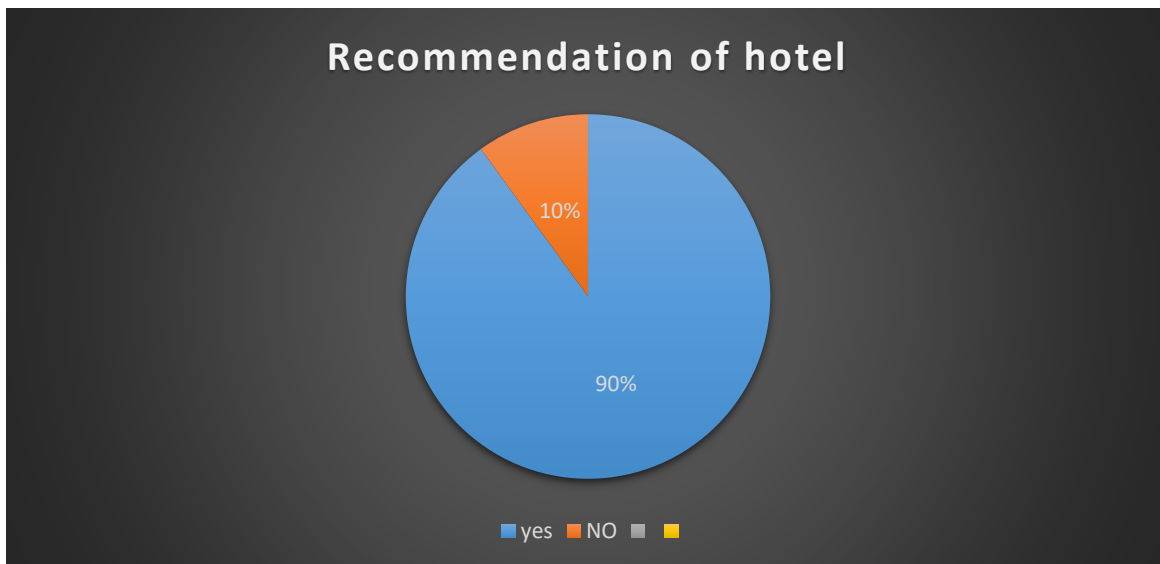


FIGURE 22. Survey Question #19 Response

Figure 22 Describe will you recommend this hotel to your friend? many participants as 90% said that they will recommend that hotel to his/her friends' family to stay. Only 10% of participants said that they will not recommend to others to stay in that hotel.

## 5 FINDING AND ANALYSIS

In this thesis, this part shows the findings of the research which is done by authors and those findings are analyzed. In the first part, it shows all the overall analyzed of findings which denotes during the time of research which is done by the authors' commissioner by visiting hotels. On the other part, it includes a questionnaire survey in Kathmandu main city hotels which is done by the authors among 20 random visiting customers to the hotels for a different purpose and aim. Hence, and with the hotel manager and receptions for clearly showing the data and finding of the survey, the author has used a pie chart and diagrams to make findings and analysis clear.

As doing research was a quite difficult task but my commissioner did a great job and helped me to complete my research. A questionnaire was asked to the participated customers and feedbacks were excellent and helped a lot to complete the research. The hotel manager said that they are well focused on the marketing of hotel and upgrading the latest marketing tool and concern with customer satisfaction. He also said that in this current competitive world marketing plays a significant role in the hotel industry. He also suggested that the hotel who don't upgrade their booking system, it will be difficult for them to sustain their business.

All the respondents were coming to the hotel by using various marketing tools like facebook, twitter, booking.com, TripAdvisor, hotels.com, ebookers.com etc. Our findings show that if Facebook marketing tool is not used by hotel than there is a higher chance of losing those customers who regularly use Facebook for the recommendation and the other marketing tools, for instance, booking.com TripAdvisor, twitter etc plays a significance role in hotel. The hotel industry should focus on all these marketing tools in their service sector. The hotel should also be a well-given emphasis on giving various offers like a discount, bonus card etc to attract more customers. Many customers responded that they did not get any kinds of discount offers which they expect for the regular stay in a hotel.

From our survey, it clearly meets the expectation of authors objective as it demonstrates that the customers are very much benefited with the marketing tools that hotel uses. Furthermore, marketing tools helped customers to meet their expectation as well as they were found to be happy too. While taking interview one customer said that marketing in just reduce both costs as fixed and service cost in the hotel

business as a result customers get desired hotel room in a cheaper price, which was very interesting to hear. Many customers said that marketing in the hotel industry plays a role of bridge to connect directly with the hotel and customers without any agents.

The hotel manager said that location and service culture is the most important factor to retain the same customers, again and again. As only by providing marketing tool to search hotel and to book a hotel is not only the solution, right location and right service culture play a significant role in order to continue the visit of the regular customers. Similarly, brand, size, ambience is also important, but the location and service culture and facility are the key points to success in the hotel service. The regular customers were business travellers, those making family trips, and most were those making random leisure trips.

In the end, various customers were from a plethora of background, for instance, age group, education level, nationality, and different walks of life. They arrive in a hotel by choosing various marketing tools. So, the hotel should focus on all the various marketing tools. Among them, Facebook, TripAdvisor, Booking.com, were found to be used by the major population of customers. Hence, the main emphasis should be given to these marketing tools. Also, many customers are exposed to the various advertisement medium in which social media and television were the keys chosen for customers to expose. Different background people liked the different type of hotel to stay in as in survey most of the people were staying in a budget hotel. Luxury hotels, likewise, airport and resort were least in customers choice because most customers were those making random leisure trips which include predominately students.

## 6 CONCLUSION

From, these findings-show that marketing is a pivotal and essential tool to increase customers. Marketing in the hotel industry is connected with the various marketing channels and tools such as Facebook, Twitter, Trip-Advisor, Booking.com.Hotel.com.etc. ultimately, this medium plays a bridge between customers and the hotel. It also helps to seal the gap between customers and the hotel.

If we are not using marketing tools like Facebook, Twitter, Instagram. It is a high chance that the hotels may lose many customers especially those actively involved in social media and at large; Internet. Internet being the indispensable part of today's 21<sup>st</sup>-century world and undoubtedly has a greater impact on marketing. As a result, they should not only focus on these marketing strategies but also upgrade the service and facility. While choosing the hotel, a customer also uses google information search option to find affordable and location friendly hotel. From research, it is also found out that it plays a very significant role in any type of hotel outlet and in all hotel industry. So, hotel owners and general managers should always focus on the various marketing tool as every time customers are looking for a new option. Timely-wise upgrade and user-friendly marketing tools could be the key among others for the successful hotel industry.

The hotel should be more focused on the high-speed internet and with good manpower to use it. As many customers are in search of the hotel to find out their expected search. The hotel should focus on effective and reliable marketing strategies to connect with the customer. The overall goal of the marketing tool should be in common between customers and hotel as a win-win situation for both parties. Marketing tool plays the role of bridge to connect with customers and with the hotel. Therefore, every marketing tool is utmost and vital in the current era of the internet.

After an overall survey and research among various customers authors have also found out that marketing in hotel industries is also changing so hotel owners should be upgraded to grab those new marketing tools. Before 10,12 years ago there were no Facebook, Trip-advisor, booking.com etc. But recently they have occupied all the market. Similarly, in near future new technology will be introduced to overtake this marketing tool so the new marketing technology knowledge is essential. In the near future those who want to do survey related to hotel industry than they should also adopt new methods like online survey, mailed questionnaire etc. Should be kept in mind to get a better result from the survey and also

to save time. Every person is very busy in their schedule and it's difficult to get the customers time to complete the survey that's why new methods will be very helpful.

In a hotel, customers come from a various religious background, cultural background and different nationality. As a result, the hotel should also focus on the social aspect and service culture of a hotel as it matters a lot in satisfaction of customers. Location, hygiene of food and cleanliness of a hotel, online reservation system, high-speed internet etc. Are an essential factor for the customer's needs and this should be also greatly addressed. Social media sites, booking.com, tripadvisor.com, expedia.com, hotels.com, Facebook, Twitter is the most important medium of marketing for the hotel industry. This clearly shows from your findings and analysis, so the hotel should look after these marketing tools in great detail and need to upgrade according to the new technologies and innovation. Marketing strategies should be in-line with the need and expectation of the customers. Finally, now we can say and prove that marketing is the most important medium in the hotel industry and play a significant role in order to survive and upgrade the business of the hotel.

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### Section A: Personal Information

*Please fill the number in the appropriate box aside as far as applicable.*

- Q1. Your gender:
- |             |   |
|-------------|---|
| Male.....   | 1 |
| Female..... | 2 |
- Q2. Your age (in years completed): \_\_\_\_\_
- Q3. Can you tell me your educational level ?
- |                        |   |
|------------------------|---|
| Up to High School..... | 1 |
| Bachelors.....         | 2 |
| Masters.....           | 3 |
| PHD.....               | 4 |
- Q4. Your Professional line of involvement:
- |                                    |   |
|------------------------------------|---|
| Homemaker.....                     | 1 |
| Self-employed.....                 | 2 |
| Private service.....               | 3 |
| Public service .....               | 4 |
| Student.....                       | 5 |
| Others _____ (Please Specify)..... | 6 |
- Q5. What is your monthly family income (in Euro.)?
- |                     |   |
|---------------------|---|
| Less than 400.....  | 1 |
| 400 - 800.....      | 2 |
| 800 - 1200.....     | 3 |
| 1200 - 1600.....    | 4 |
| More than 1600..... | 5 |
- Q6. What type of hotel do you love to stay in?
- |                    |   |
|--------------------|---|
| Budget Hotel.....  | 1 |
| Airport Hotel..... | 2 |
| Luxury Hotel ..... | 3 |
| Resort Hotel.....  | 4 |

### Section B: Marketing impact assessment checklist

*Please fill the number in the appropriate box aside as far as applicable.*

- Q7. While making your first choice of staying in hotel, where did

you get information about this hotel? (Please select one media you prefer)

- facebook.....1  
 twitter.....2  
 instagram.....3  
 Email.....4  
 Others (Please specify) \_\_\_\_\_

Q8. How often are you exposed to advertisement of hotels and which medium do you use most?

- televisions.....1  
 social media site.....2  
 newspaper.....3  
 radio.....4

Q9. What kind of booking system did you use to find hotel?

- booking.com.....  
 expedia.com  
 ebookers.com  
 tripadvisor.com  
 hotels.com

Q10. Have you ever experience fake booking site of hotels?

- yes .....can you explain  
 no .....

Q11 Does your staying hotel provide incentives like discount, bonus point, etc

- yes  
 no  
 never asked  
 no idea

Q12 How often marketing helps you to meet your expectation during hotel searching?

- a sometime  
 b very often  
 c never  
 d I have not use

Q13 Do you have any suggestion for hotel owners to increase more customers ?

- yes can you explain  
 no....

Q14.Out of the following which variables are important to market your hotel?

	Not at all important	Of little importance	Moderately important	Very important	Extremely important
Location					
Brand					
Price					
service Culture					
Ambiance					
Size					

Q15 Kindly specify your Purpose of stay in this hotel

Business	
Job	
Leisure/family trip	
Any other (please mention)	

Q16.Booking done through:

Customer	
Website/Online portal	
Travel agent	
Self-Search	
Walk-Inn	
Any other (please mention)	

Q17.Kindly select following parameters according to their importance to you while making a choice for selecting a hotel  
1 –less Important 5 – very important

Customer Choice	1	2	3	4	5
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1 location of this hotel					
2 Quality of food					
3 Flexible check in check out					
4 Price per room /per night (tariff rate)					
5 Discounts on food and rooms					
6 complaint handling system					
7 High speed free WI fi connectivity					
8 Electronic safe in room					
9 Online reservation system and room					
Confirmation					
10 cleanliness of the hotel					
11 comfortability of the bed and other amenities					

Q18.kindly state your level of satisfaction and dissatisfaction towards the following parameters during your stay in this hotel

1 –fully Dissatisfied, 2 Dissatisfied, 3 Neutral, 4 Satisfied. 5 fully satisfied

A) General Parameters	1	2	3	4	5
1.Pleasantness in general					
2.Willingness of the staff to serve					
3.Hospitality and Expertise of the staff of this hotel					
B) Accommodation					
4.Cleanliness of the room					
5.Comfortableness of the Beds					
C) Front Office					
6.Check In procedure					
7.Check out and billing procedure					
D) Food and Beverage					
8.Quality of the food					
9.Service of food and beverages					
10.Over all dining experience					
E) Décor and other amenities					
11.Your opinion about ambience of the hotel					
12.Your opinion about furniture& seating arrangements					
of the hotel					
F)Price					
13.Your opinion towards pricing of Food and Accommodation					

Q19.Will you recommend this hotel to your friends?

Yes  
No  
Don't know

***Thank you for your valuable time and support!***