

Marketing And Promotion Tools Help To Generate Revenue Of Hotel And Restaurant - A Study Of The Hotels And Restaurants In Delhi

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In this era of digitalization of the global platform and increase in the competition in the market, it becomes relevant to use the market and promotion activities in the right way to sustain the market. The hotels and restaurants are also not escaped from it. To attract the customer to choose the right hotel at the destination, a lot of marketing strategies are used whether it can be internet marketing, personalized services, tele-calling, information through broadcast, and other electronic media of marketing. A room sale is not only the revenue point of a hotel it compresses a bundle of packages of services like food, entertainment, shopping arcade, laundry, amusement parks etc. Marketing helps to identify, and increase the trends and areas which need further improvement In this paper the primary data is surveyed in the hotels and restaurants in the Delhi region to gather information about the marketing strategies used in the secondary data, how well they are combatant in today's marketing scenario to increase the revenue of the hotels and restaurants. It is a study of the tactics and strategies of the marketing given in the secondary data in today's relevant market.

Key works- marketing, promotion, hotels, strategies, promotion, revenue, profit.

INTRODUCTION

Hospitality is an industry that provides lodging and boarding facilities to tourists. Other facilities help to generate revenue for the hospitality industry. This industry is growing rapidly at a very fast speed to meet the requirement of the tourist. So there is high competition in the market to expand the business. Hotels are taking marketing as a tool to maximize the yield and revenue of the business. With the desire for success, business development, and sustainability in the competitive world hotels are using new technology to market their product at very less cost. (Winer, 2000; Silnov,2016). To target the specific market segment and assess the demand of the customer to develop a product that can satisfy the demand of potential customers is the necessity of time. Marketing helps to find what should be the product, how can the demand of the customer can satisfy to have an edge in this competitive world. Personalized services, develop new products, and customaries services are some of the newest ways to satisfy the

customer. (Zakharov et al., 2016). Hotel marketing is analyzing the cycle of assessment of the demand of the potential customer, gathering the information about the product, pricing the product to develop the product which can satisfy the demand of the customer and the final step is to monitor the actual performance of the product with the desired product then check the deviation of the actual product with the desired product, allotment of the budget to make the product more effective and suit the requirement of customer. (Frolova, 2014; Frolova et al. 2016). Marketing helps to build the reputation of the hotel and the logo, the trademark of the hotel is perceived as a guarantee of quality service. It creates an image and position of good service in front of the guest and compels them as repeat customers. Every small mistake by the hotel employee can ruin the enjoyable stay of the guest. Every time guests interact with the hotel and repeat their stay in the hotel the expectation of quality service should be beyond its expectation.

Key strategies of the hospitality industry include:

- 1) Price leadership strategy minimizes the cost of operation, leads to controls the denied to the guest for service, and implement enables the additional cost to provide quality services to the guest or design the high-quality service. Price leadership means to set the benchmark to rate a service followed by other competitors in the market.
- 2) Differentiation strategies are the unique selling point of the hotel. It is the specialty of the hotel in certain service which is not available from a competitor in the market. It is also the trademark of the hotel.
- 3) The focus market is also known as a target market. There should be some specific target market of guests to sell the services. As the focus market is very wide in terms of the large area to study the nature of clients at all points. The hotel should be aware of the niche market and target market to sell their product. Different type of guest has their own needs, demand, duration of the guest. The hotel cannot fulfill the needs and demands of all types of guests. Hotels are classified as the nature of guest attraction, demand, and vision statement of the hotel.

Due to the fast pace of the development of the hotel industry in the last few decades, the competition in the market got a kick start. In this struggling market for visitors and clients, the hotels are using various tactics of marketing. A few decades back the hotels were providing limited services to the guest but due to the rapid pace of growth of the hotel industry, hotels are providing crowding services to lure the guest. (Liang, 2012). An incumbent hotel should be aware of the potential and target market segment. A sound marketing strategy and relationship with repeat customers help in the brand building of a hotel. (Shih et al., 2016). Mouth-to-mouth marketing is also a strategy to attract customers. A hotel has various risks, limited recourses, and geographical location, a strong marketing policy, separate department for sales and marketing is necessary for advertisement. The

pricing strategy of the competitors, customer-oriented, and target segment of cliental should be considered while pricing the product and service. (Seric et al., 2016).

Literature review

(Chen, 2016) marketing and management are two complementary parts of the business. Marketing is not essential for hotels but it is also essential for other fields like construction, manufacturing, and supply products. Importance should be given to the quality of products and services. It should satisfy the needs and demands of the cliental. The quality of goods and services should meet international standards.

(Oleinikova et al.2016). Said that the current concept of marketing has three factors desire to maximize the profit, meet the needs of the consumer goods and tourism policy and sanction the government to protect the natural resources. It said that the hotel industry is facing the problems to increase the scale of profit while maintaining the well-being of guests and social responsibility. The objective of the industry is to maximize the profit of the organization.

(Chung, 2020) said that the hotels are making use of the latest technology to provide the best services to the customer. It is necessary in this competitive world to implement the latest technology to attract guests. The hotel industry should strengthen its customer relationship management to meet the need of these continuously changing economical, political, and market realities. The industry should avoid the activities of bankruptcy in this internal and external changing environment.

(Balachandran, 2004). Said that due to the increasing growth of the tourism traveling across the world there is a need for the development and revamp of the local infrastructure of the country. The tourist is looking for world-class services and is ready to pay for the quality services. Today, in this competitive world it is necessary to improve the local infrastructure of the society to attract the customer and lure them to pay for the services.

(Mudie et al., 2006). Said that in this fiercely competitive market the hotels should come up with the modern method, technology, and trends to attract the customer. It also said that large hotel chains are expanding their business by merging, collaborating, and franchising with other hotels to provide the best services to the customer and also to sustain in this competitive market.

(Bursk, 1967). Said that the hotel should have an effective marketing team. The marketing team starts its function before the construction of the hotel to ascertain the target market to advertise and to determine that the hotel marketing is different from the marketing in other sectors. Hotel marketing provides both tangible and non-tangible products. The room and accommodation in the hotel are tangible services and the un-tangible services are personalized services that can only be felt not seen. The marketing team should assess the overall satisfaction of the guest, maintenance, and the quality of services being provided to the guest. The target market of the hotel is set as the location of the hotel and the types of services provided by the hotel. A strong

team of marketing is the requirement of today's competitive scenario.

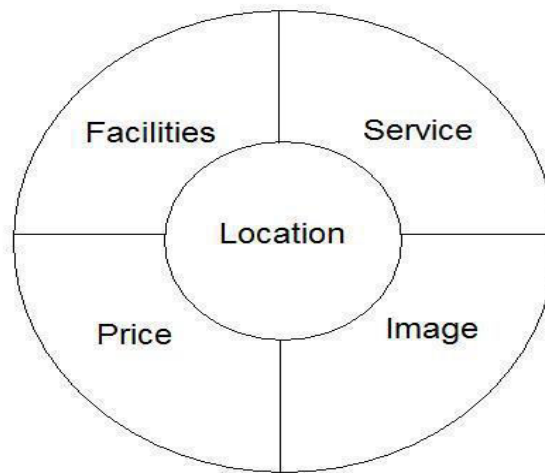
(Mamycheva et al., 2016), said that the primary objective of the marketing in the hotel is to identify the customer to cater to the goods and the services of the hotel. Setting a standard of goods and services is a very important step for the smooth functioning of the hotel. It is also necessary to ascertain the need and the demand of the target market of the customer. Marketing is also needed for the promotion of goods and services and selling them at a competitive price.

(Morse and Smith, 2015). Said the segmentation of the market based on client needs and demand and satisfying them by providing them quality services is essential. It is necessary to maximize your profit and nearly 80% of the profit can be earned through segmentation. But other factors affect the profit and demand like seasonality demand of the product, choice of the alternative which is already available in the market etc.

(Toffler 2008). Said that marketing is in a new stage there is digital innovation that empowers customers to quote their feedback and comment on the web pages. Now the marketing is a mix of consumer

And producer. The remarks on the internet by the consumer have a vital impact on the mindset of the consumer to make their further bookings.

(Medlik & Ingram, 2000) said that the customer is looking for location, facilities, services, price, and image of the hotel to choose their destination of stay while selecting a hotel. As every hotel cannot satisfy the need, want, and desire of all the customer in the market. Four factors that a customer looks for while selecting a hotel are facilities, price, image, location, and service. Etc. the purpose and the nature of the customer to stay in the hotel varies from customer to customer. Some of the customers have long stayed, some have overnight stay, some customer looks for parking space, and some customer demands the luxuries facilities so like a hotel it is necessary to know the target market and work upon it to capture and increase business in that segment of the market.



Market concept of a hotel. (Medlik & Ingram, 2000)

The objective of the study

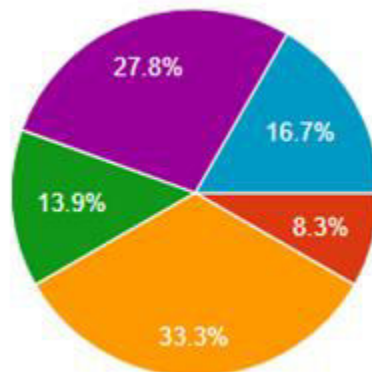
- 1) Importance of marketing as a tool in hotels and restaurants of Delhi and the NCR region
- 2) Pricing strategies in marketing increase the revenue of hotels and restaurants in Delhi and NCR
- 3) Marketing helps the hotel and restaurant to survive in the competitive environment of business in Delhi and NCR.
- 4) Marketing helps in the yield management of the hotels and restaurants in the Delhi and NCR region.

Methodology

This kind of research is subjective. A well-structured questionnaire was developed and this research was performed in the year 2020. The questionnaire was open-ended and closed-ended. The information was gathered through personal meeting, and talk with the organization representatives, information was collected regarding the room rates, pricing strategies, special discount, special promotion of hotel services activities like a food festival, seasonal festival, and pricing on special occasions like Holi, Deepawali, new year, Christmas, ramzaam, etc limited time expenses, circulation of questionnaire to the reception, and meeting with the employees of the workplace division showcasing before the hotel and tourist organization of the Delhi and NCR region. A total of 100 questionnaires was distributed out of which around 80 filled questionnaire was collected from the different representations of the hotels and the restaurants. Following are the percentage of the hotels that participated in this survey.

Blue- 5-Star Hotels

Red- 4-Star Hotels
Yellow-3 Star Hotels
Green- 2-Star Hotels
Purple- Guest house
Blue- Hostels



Types of hotels (participated in a survey)

Results and Discussion

The individual has some needs, desires, and demands which makes the market of the individual cater to them. The organization should provide the services to the individual keeping in mind the need, desire, want, and demand. The first step is to recognize this element and study how an organization can help an individual satisfy it. There is also the involvement of human resources to provide these services to the customer. The next step is human carving, the need, and wants of the consumer can merchandise into cash by providing them services that can satisfy them. Different individual has different wish which can be catered to by a different segment of hotels. Maybe the individual staying in the motel has different needs than a customer staying in a downtown hotel. As a hotel, it is necessary to know the zone to market hotel products. A hotel cannot fulfill the demand of all types of customers. If a hotel advertises without a target market it will be very expensive and the result will not be at par with the standard of the hotel.

CONCLUSION

The tourism business is not only restricted to food and accommodation but it has a large impact on the amusement parks, libraries, water parks, historical places, museums, zoos, bazaars other attractions of the city. In developing countries, the accommodation business goes with the connection of the monetary framework of business. Anything that can fulfill the demand of the consumer is a product. it additionally incorporates individuals, places, associations,

exercises, and thoughts. Modern hotels do not only offer food and accommodation but a bundle of activities like transportation, excursions, entertainment, sports, medical, communication, medical services, and beauty salon. The services offered by hotels depend on the type of customer who avails of the service. Therefore the success of the hotel industry depends largely on meeting the customer needs and service quality of the staff involved in this area. Marketing should work continuously to monitor, promote, and verification of product development. It is necessary to meet the expectation of the current customer to retain them and should be given some privilege for their loyalty towards the brand and the trademark.

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