

Marketing Analysis and Strategies of High-quality Hotels

Yu Wang

School of Tourism Management, Tianjin Vocational Institute, Tianjin, 300410 China

Keywords: Boutique hotel; marketing; marketing mix

Abstract: With the development of global tourism, the ideology of hotel products has become more diversified. In the past, consumers pursued functions and general consumption orientation. Nowadays, we prefer to experience brand-new experiential elements, and regard personality products and services as the basic criteria for choosing hotels. The birth of boutique hotels is precisely because they can fully realize consumers' self-worth and personality experience. As a brand-new hotel industry, boutique hotels have been favored by more and more high-quality and high-income tourists and business people, and have also become a hot investment in the hotel industry. The article combines the development of boutique hotels at home and abroad, summarizes the characteristics of boutique hotels, and tries to make a preliminary concept determination for boutique hotels. Through the analysis of the current situation of the development of Chinese boutique hotels, the analysis of the operating environment of boutique hotels points out the advantages and main problems of the development of boutique hotels in China. The business strategy and development direction are put forward to provide guidance for the theoretical innovation and actual operation of the boutique hotel.

1. Introduction

As Chinese market economy is gradually merging with the world economy, Chinese market competition has shown a diversified development trend. Especially in the hotel industry, in the world economic development is facing opportunities at the same time, but also to deal with more challenges, so, the marketing strategy in the hotel management was put on the agenda. Modern hotel in the same industry occupies an absolute advantage, we need to market demand-oriented, develop a systematic marketing strategy. No doubt, hotel marketing has become a modern hotel management system in an important part, and by the hotel managers attention. In the era of knowledge economy, the competitive strategy of hotel marketing has risen from original price marketing to brand culture marketing. Therefore, establish a good hotel brand strategy has become an effective way to improve the competitiveness of the hotel, the hotel in order to improve their competitiveness, began to start the service management mechanism. To serve as a marketing tool, relying on the advantages of services to promote the development of the cause of employment in order to facilitate the hotel in the fierce competition in the industry be guaranteed.

2. An Analysis of the Operating Environment of Chinese Boutique Hotels

With the concept of consumer updates, people demand for the hotel from the general public consumption-oriented pursuit of personalized service product-oriented transition, hoping to provide services in the hotel industry to show self-worth, self-transcendence, boutique hotel is conforming to this China has entered the era of experiential economy, consumers more highlight the personality and extraordinary people have long been tired of the star hotel monotony attitude, too standardized management model. Poland poet Xin Bosenka said: The hotel is also designed by the hotel environment, in the visual, auditory, tactile and olfactory on the guests to create a new experience-based elements; through the hotel building environment designed to create a new visual experience, sense of smell and smell to the guests to create a new experience-based elements; through the hotel's comfortable, clean and comprehensive basic services elements; Personalized products and services, so that guests get an unprecedented personalized experience.

Chinese has rich tourism resources for the development of boutique hotels to provide fertile soil. Sanya, Zhangjiajie, the Yangtze River Three Gorges and other tourist attractions, Beijing, Xi'an, Hangzhou, Nanjing and other ancient cities, different resource types, different ethnic styles and different regional culture. The difference makes the development of the boutique hotel has a very rich natural and cultural tourism resources of the material. Shangri-La's Yan On Banyan Tree, for example: the hotel converted from the local storehouse, preserved the local Tibetan architectural style, and in addition to the usual spa treatments, the hotel's services include a visit to a local farmhouse, a cultural exploration tour of characteristic butter tea and cheese.

Boutique hotel and economy hotel equal occupancy rate, with five-star hotel price, half of the operating costs, its high profit margins, naturally allow investors to rest assured that bold investment boutique hotel. More and more international hotel The Group began to focus on the development of Chinese boutique hotel market to Singapore Banyan Tree Holdings Limited, for example, April 23, 2007, Chongqing CTS Group and AsiaInfo Financial Bank's AsiaInfo Investment New Zealand Ltd. signed a contract to invest 1.2 billion Banyan Tree Singapore or the United States Starwood Hotels Group Banyan Tree or Royal Le Meridien, prices in between 500 to 2800 US dollars in Banyan Tree Investment in Lijiang, Hainan Sanya, Sichuan Jiuzhaigou, Hunan Zhangjiajie, next to the Forbidden City in Beijing.

3. Study on the Necessity and Marketing Orientation of Hotel Management

Hotel management modern management in the field of an important content, usually refers to a certain social development background, according to the hotel market objective economic law changes, in accordance with certain management principles, management procedures and management methods, the hotel's resources To optimize the configuration to ensure that the hotel business activities efficiently and smoothly, to achieve the lowest cost, the biggest gains in the management process. With the development of economic globalization and the improvement of the living standard of Chinese residents, the number of outbound travel and travel has increased significantly, and the corresponding hotel service industry has also been developed vigorously. Various types of various levels of large, medium and small hotels have sprung up like the sky, the hotel market competition between the increasingly fierce. Hotel management has become the key content of modern hotel management activities by analyzing the law of hotel market economy development, optimizing the allocation of its resources and combining with effective marketing strategy to make the hotel stand out in the fierce market competition. How to do well the hotel management to achieve the hotel in the fierce competition in the market has come to the fore important.

Hotel is to serve customers, so the hotel management in the broad sense of marketing is service marketing. Hotel service marketing is the service will be incorporated into the hotel management, the service as an invisible marketing, in the hotel and the customer to establish a close relationship between the formation of customer behavior to solve the systematic behavior. The concept of marketing has been extended in the hotel management to establish a long-term strategic relationship between the hotel and customers. Service marketing concept, the hotel staff, physical resources, customers, and so the resources are integrated into the hotel's service system to implement dynamic management, service is seen as a service product, the hotel through the establishment of service management model to provide accommodation as the core, through a variety of additional services to attract customers. At the same time, customers will also be included in the ranks of consumers. Service Marketing As a comprehensive marketing function, it is by the characteristics of service products to achieve marketing functions. Compared with the hotel's tangible resources, the hotel's services as intangible assets more comprehensive content. From the customer's satisfaction, the hotel service allows customers to enjoy the hotel from the sensory quality of service, from the psychological to improve the hotel satisfaction. At the same time, the hotel's service is not a one-sided service, but the customer and the interaction between the hotel staff process. Hotel service is first built on the basis of the experience of the economy and it will be the hotel's theme in the psychological needs of customers, by creating an atmosphere, to the customer to stimulate the

senses, so that customers for the hotel services have a psychological Dependence and a lot of food for thought. In creating the atmosphere at the same time, but also add value-added services, thereby enhancing the hotel in the eyes of the customer satisfaction. In order to experience the good service effect, the customer understands the service quality of the hotel through the interaction with the hotel staff in the course of accepting the service of the hotel, including the image of the hotel infiltrated by the service provided by the service provider, and Services, equipment and facilities, etc. constitute the service environment.

4. Marketing Strategy of Boutique Hotels

Under the current circumstances, the emergence of boutique hotel is like a dawn, so that people see hope. Emphasize the unique design atmosphere, the pursuit of fashion and the combination of local cultural elements, to provide personalized service and luxury exquisite enjoyment has become the future demand-oriented The boutique hotel has broad prospects for development, many international hotel groups have shown great interest, have set foot in this area, such as Accor, France, InterContinental Hotels Group, it is not difficult to imagine a large number of foreign investment in the future So the formation of a new pattern. Therefore, I think it is necessary to explore the boutique hotel business strategy. The so-called business strategy, refers to the management, enterprises in order to achieve a business objective, in the hotel business market, A certain market environment conditions, to achieve the intended objectives to be taken by a variety of countermeasures, programs and competition.

The general use of word has mouth of the ancient marketing method. Many boutique hotel to pursue the best marketing is not the principle of marketing in the cost of marketing and publicity than the star hotel, especially large star hotel to much less, more dependent Repeat customers, pay attention to the loyalty of customer groups to enhance the retention of an old customer's marketing costs just for the cost of a new customer 150. Returning to the hotel with advertising effect, he will hotel information, and first-hand experience of service For example, unique hotel & resorts Group in New York boutique hotel average profit margin of about 40%, but the group's investment in marketing is only about 40%, but the group's investment in marketing is only about 40%, but the group's marketing investment is only about Accounting for 3.5% of net profit. About 60% of customers are satisfied with the customer's oral marketing role attracted to the.

The boutique hotel's consumer groups are mainly high-grade high-income groups, its small size and relatively concentrated distribution, often have their own network of activities. So in addition to the original marketing methods, such as advertising, promotion and other point-like marketing is also very Effective marketing. Boutique hotel dot-style marketing is one-on-one marketing to the guests, for each guest's needs and consumption characteristics of the development of different marketing strategies, all sectors of the region's important people and celebrities alone Marketing, training a fixed consumer groups, good professional services. For example, the establishment of guest data database: in order to provide personalized service for guests in the process of establishing personal information file is one of the most effective way. To cater to the mass consumption, it will always focus on a specific consumer groups with the consumption of this group changes to change their marketing strategy.

Boutique hotel network marketing should also focus on the overall sales system to play the effect, which is based on boutique hotel potential market characteristics of the choice made on the hotel service requirements of luxury, unique accommodation experience, personalized consumer groups generally show Rely on the network, and the gradual maturity of network marketing for the hotel to rely on network sales to create favorable conditions, such as Fuzhou Fortune Hotel, the application of network-driven sales of high-quality source for Fortune Hotel occupancy rate contributed more than 20% income.

5. Conclusion

Reasonable hotel marketing strategy and hotel management is the modern business activities of

the two killer., Which one less, the hotel's development can not be homeopathic, efficient hotel management must have an efficient marketing strategy complement each other in order to achieve The hotel's customer surplus; and reasonable marketing strategy must Asia and Europe have reasonable hotel management measures complement each other to achieve the staff, facilities, reasonable configuration, to achieve the best results [8]. The two complement each other, each other one.

References

- [1] Chen Han. Business management innovation of boutique business hotel [J]. Journal of Fujian Commercial College. Journal of Fujian Commercial College, 2009 (06)
- [2] Liu Hongwei, Zhao Lei. Analysis of boutique hotel development trend and business strategy choice [J]. Consumer Guide, 2009 (06)
- [3] Lu Yiping. Analysis of the development of Chinese hotel industry after the Olympic Games --Based on Beijing hotel industry [J]. Management Observation. 2008 (21)
- [4] Li Zhi, Sun Jian. Analysis of the advantages of small hotels and the way out [J]. Heilongjiang Science and Technology Information.
- [5] Wang Yan. Analysis of global hotel development trend [J]. Border Economy and Culture. 2008 (07)
- [6] Hu Aihua. Talking about the Space Form of Boutique Hotel [J].Shanxi Architecture. 2008 (19)