

Analysis of Marketing Strategy in Hotel Management

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Abstract: Against the background of the overall rapid development of our society, the success of hotel management is inseparable from marketing strategies. In order to ensure the long-term development of the hotel, it is necessary to work hard on hotel management and marketing strategies. Under the new economic normal, hotel development needs to be appropriately reformed in order to adapt to the general social environment, and based on market demand, create scientific marketing strategies and ensure that hotels create more economic benefits with better service systems. This article takes hotel management as the core entry point, actively explores marketing strategies in hotel management, finds out its shortcomings and formulates solutions.

1. Introduction

The rapid development of China's economy has led to the effective improvement of China's international status, and has also driven the development of various industries, including the development of tourism. Affected by the tourism industry, the market competition for the hotel industry is becoming increasingly fierce. At this stage, China's market economy has stabilized and is gradually showing a trend of diversification. Reasonable marketing strategies can help companies occupy a stronger development share in the fierce market competition, thereby ensuring that economic benefits double. In order for hotels to seek a good development position in the market, it is necessary to combine the hotel's actual operating conditions and market development needs to develop a more scientific marketing strategy based on this. For this reason, in the current fierce market competition, hotels need to establish a good brand image, actively create a new cultural atmosphere, provide better services, and seek more sustainable development.

2. Overview of Hotel Management and Marketing

When the hotel management is underway, in order to promote the improvement of efficiency, it is necessary to open-mindedly combine with the current development level, aim at the market demand orientation, scientifically adopt the most appropriate management principles and management methods, and achieve a highly optimized allocation of hotel resources so that In order to ensure that all camp activities can be carried out in an orderly manner, the least cost is used to create more benefits. With the increasing establishment of a market economic system, competition between hotels becomes more and more obvious. In order to meet long-term development needs, the perfect integration of hotel management and marketing strategies is the key way. For hotel management rules, it is necessary to scientifically modulate internal resources through the law of market development needs to ensure that it can occupy an active position in the fierce competition and stand out from the competition [1]. Speaking of hotel management marketing, this can be understood as a service marketing model. The main task is to provide services to customers, and incorporate service marketing into hotel management, so that a good relationship between hotels and users can help customers solve problems. A series of problems in the consumption process bring a better service experience to related customers. Nowadays, marketing has been sublimated to the level of corporate strategy. Most hotels regard services as a kind of product. Through services to attract more customers, passenger flow will increase, and economic benefits will naturally improve. This will have a long-term impact on hotels. There is no harm in development.

3. Deficiency of Marketing Strategy in Hotel Management

In hotel management, especially in the management of some large hotels, in order to seek better development, hotels will actively learn from and imitate foreign excellent hotel marketing strategies and apply them to their own marketing strategies [2]. However, it is undeniable that due to the very different national conditions, there are very strong differences between Chinese consumer groups and foreign consumer groups, which means that the marketing strategies formulated abroad cannot meet the marketing needs of China's hotels, and even serve China's hotels. Marketing is counterproductive.

Since the reform and opening up, the development of all aspects of our society has been relatively rapid. The rapid development will in fact cause the lack of details in a certain field. For hotels at this stage, the existing professionalism of the hotel's marketing staff is not high. The hotel has different levels of recruitment and training of marketing personnel. There is a large difference in the education background of marketers, which has led to a serious lack of innovation awareness among many hotel management and marketing personnel, unable to innovate marketing strategies based on the hotel's own development situation, and over-applying and imitating the marketing of large international hotels for a long time Strategy [3]. Without creating a unique image of hotel marketing, hotel marketing is seriously lacking professional standards and normative characteristics, and it is difficult to take root in the fierce market competition.

4. Hotel Advertisements are Generally Similar

The similarity of hotel advertising means that the hotel's own advertising is not innovative. Advertising is a very important marketing method in hotel management. Living in the information age, most hotels have hotel advertisements. However, in the case of overwhelming advertising, advertising content and slogans that are not new and innovative are just like spam, which will not only make people unforgettable, but even make them disgusted with the advertisement. Advertising can use a variety of media, through the corresponding advertising production can promote the characteristics of the hotel to a certain group of people, so as to achieve the purpose of publicizing the hotel. However, frequent broadcast of hotel advertisements on the Internet, print media, and television terminals does not actually make much sense. The hotel's own personality has not been fully displayed, and many similarities may even occur. All advertising content is non-identifiable, which not only increases the investment in the hotel, but also achieves far worse results than expected.

At present, many hotel managers do not fundamentally recognize the importance of marketing management in hotel management, do not create a reasonable public relations marketing system, resulting in many loopholes in hotel public relations marketing. Some hotels pay too much attention to the unilateral resource development and resource utilization of the hotel. They do not consider the comprehensive application of all resources with a global perspective. It is inevitable that there will be extravagance and waste in the hotel operation. Deviate. Hotel marketing is an indispensable content in hotel management. For hotel public relations marketing, it is mainly through integrating and developing hotel resources, maximizing the utilization rate of resources, helping hotels to seize more market share, thereby reaping considerable benefits. income. At this stage, the public relations marketing system in hotel marketing is obviously inadequate. The hotel attaches too much importance to government policy support, lacks good communication with customers, and does not process customers' return visits in a timely manner, which is not conducive to effectively correcting various problems in hotel public relations marketing. .

5. Optimization Measures of Marketing Strategies in Hotel Management

5.1. Update Concepts and Improve Professional Planning

Hotels need to provide managers with high-quality training on a regular basis, strengthen hotel marketing skills and knowledge of various work issues in training activities, and guide hotel

managers to strengthen theoretical training based on theory. In the study and practice, comprehensively promote hotel marketing awareness. As a hotel service staff, it is necessary to continuously improve their professional ethics, strengthen service consciousness, and bring customers a home away from home through excellent service, so as to gain a better hotel reputation and attract more consumers for secondary consumption. Hotels need to train the quality of staff at all levels on a regular basis to ensure that the awareness of all staff above and below the hotel can be raised, thereby creating a better service atmosphere and creating a unique hotel culture. At the same time, enterprises should establish brand awareness, operate hotels in a branded way, and implant brand awareness among all hotel staff, so that each staff can clearly understand the importance of the hotel image, and More iconic content is entered into the guests' minds, allowing target customers to remember the hotel logo more firmly. Create a good hotel brand, so that more and more consumers can choose the hotel among many hotels. Strengthening hotel brands with differentiated competitive advantages can allow more consumers to recognize the differentiated advantages of hotel brands. In hotel management, actively promoting brand marketing strategies is indispensable. Encourage all hotel staff to establish brand marketing ideas and fully mobilize staff's work enthusiasm, so as to fully maintain the hotel brand image and allow the hotel brand image to change the consumer group in a subtle way. Cognitive concepts. Hotels pay attention to the creation of brand culture, not only to build corporate culture, but also to create high-quality special services to make the hotel's positioning clearer and the hotel's development plan more standardized, which will help the hotel's image publicity. In addition, the hotel also needs to strengthen management, comprehensively improve the quality of service, create a warm and comfortable hotel environment, and let customers have a relaxed and happy mood.

5.2. Develop a Reasonable Advertising Strategy

The current market competition in the hotel industry is too fierce. In order to pursue a larger market share, the use of multimedia advertising is the most effective means. For modern hotels, most hotels do not have obvious differences in service content, which has led to the lack of distinctive features, inadequate service work, and less innovation consciousness, which has made hotel service features too weak. To this end, hotels need to formulate a reasonable media advertising strategy, which has a significant impact on the future development of the hotel, and can start the hotel brand. The premise of formulating a reasonable media advertising strategy means that the hotel market positioning must be clearly defined, that is, the specific consumer groups of the hotel must be accurately divided, the appropriate market positioning should be found, and sufficient funds should be appropriately invested to improve marketing effectiveness. At the same time, it is also necessary to strengthen the characteristics of the hotel, provide consumers with more innovative service content at all times, and fully display the hotel's differentiated advantages so as to attract more potential consumer groups. Choosing the right media is crucial for hotel advertising. Media advertising requires more people to see the advertisement, so as to ensure that most potential consumer groups have a deeper understanding of the hotel in the subtle way. It is worth noting that reasonable advertisement formulation is the first step for hotel managers in the process of hotel management. The formulation of advertising strategies requires multiple media as support points to ensure the publicity of hotel advertising. When the hotel commissions an advertising production company to promote the hotel brand, it needs to accurately inform the advertising production company of the market-oriented audience of the hotel, so that the advertising production company can be more targeted when it advertises in the future, thereby improving the efficiency of advertising and Advertising viewing efficiency. In addition, when formulating advertising marketing strategies, hotels need to pay attention to the hotel's unique brand culture and win with a differentiated culture. This requires hotel managers to accurately find out how their hotel brands compare to other hotels. Advantages, good at applying differentiated standards to attract more consumers. In the advertising of hotels, the choice of media must not be ignored. With the rapid development of society and economy, the society's mass material culture is becoming more and more abundant, and various kinds of advertisements appear, and the audience is overwhelmed.

When hotels select media to target audiences, they must accurately understand the general lifestyle trends of all the public, identify targeted consumer groups, select consumers who are closely related to the hotel industry, and place ads for the hotel's own brand. Yuan Yang.

5.3. Create a Scientific Public Relations Strategy

When it comes to the formulation of scientific public relations strategies, this is an important link for hotel management. Whether the scientific nature of the hotel's public relations strategy meets the expected standards has a certain impact on the day-to-day work of the hotel manager and can help the hotel achieve an optimized combination of various resources. Scientific public relations strategies are helpful to help hotels build a good image and allow hotels to establish a perfect reputation among consumers. This will increase the influence of hotels in the hearts of consumers and gain more and more consumer recognition. Absorbing customers has made a certain preparation. Hotel managers need to pay close attention to consumer information in the industry, and carefully collect and maintain all consumer information. Consumers are the direct source of hotel revenue, and hotels must adhere to the "customer is God" principle. When consumers come to a hotel, they need to carefully examine the consumer's living habits and hobbies, and do a good job of handling personal records of all consumers, especially recording their contact information so that they can provide more Satisfactory service. At the same time, hotels should also create a personalized service system, in a sense to meet the multiple needs of all consumers, fully highlight the advantages of the hotel, not just provide consumers with simple accommodation and dining services, but also allow Dining, accommodation, business negotiations, marriage banquets and conferences are integrated into one to meet the diverse needs of various customers. In addition, hotel managers also need to do a good job of returning visits to hotel consumers. The information of hotel consumers changes from time to time. As time and region continue to change, in a rapidly changing situation, consumer preferences and lifestyles will also change. Hotel managers need to keep abreast of changes in all factors. The payment and consumer information improvement work will help to provide satisfactory services to different consumer groups in the future. In a sense, scientifically formulated public relations strategies can realize the optimization and allocation of hotel resources, create marketing strategies that meet the actual operating standards of hotels, make hotel public relations strategies more popular, help hotels establish a perfect corporate image, and thus improve hotels. The influence and credibility of enterprises in the industry attract more consumers. Based on this, hotels must recognize that "customers are the foundation of their own survival", make every effort to bring a good consumer experience to customers, do a good job of customer information feedback, and provide benign services to customers based on their consumption habits and hobbies to meet Market development needs, so that more people can enjoy better services. While providing services, hotels need to adhere to the principle that customers are God and actively promote humanized services.

6. Conclusion

Hotel operators' marketing strategy management of hotels, to a certain extent, determines whether hotels can develop rapidly in the context of the new normal economy and whether they can operate in the long run. Reasonable hotel management can virtually create huge profits for the hotel, and add icing on the cake to the hotel's marketing strategy, so that all relevant resources of the hotel can be fully utilized. In hotel management, actively introducing marketing strategies can not only increase hotel revenue to the greatest extent, but also help establish a good hotel image and allow the hotel to develop in the long run.

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