

## **The Effect of Personal Relationships and Electronic Marketing On Maximizing Sales for 5-Star Hotels**

Shafiz Shahrani<sup>1</sup>, Radzali Hassan<sup>2</sup>, Louis Adaikalam<sup>3</sup>

<sup>1</sup>Dr., International Institute of Applied Science of Swiss School of Management, Switzerland

<sup>2</sup>Dr., International Institute of Applied Science of Swiss School of Management, Switzerland

<sup>3</sup>Dr., International Institute of Applied Science of Swiss School of Management, Switzerland

Email: Sha@shapadu.com.my, radzali.hassan@hartagroup.my, louis@alphainternational.com.my

### **Abstract**

The leftover marketing methods are one of the most important means of promoting sales of products or services, and this research aims to measure the effect of using Electronic Marketing (e-marketing) as well as public and personal relations in the process of promoting sales of hotels, especially high-level hotels, which are commercially known as five-star hotels. It has become a tangible reality that e-marketing via the Internet is a means to achieve the goals of organizations in terms of the huge numbers of users of this global network and with the increase in their number and knowledge of it day after day. With this development, we find that all organizations compete seriously and with interest to achieve their goals through e-marketing along with employee relations and public relations management as well as stakeholders. The study relied on secondary sources from references and previous studies available on the Internet and related to the subject of the study. Then the descriptive analytical approach was used for these studies in order to reach the desired results. One of the most important of these results is to find a significant effect on the use of e-marketing to activate the sales process for high-level hotels, as well as the importance of personal and public relations in the marketing process for hotel services, but it is not as powerful as that which e-marketing provides, especially in terms of quantity.

**Keywords:** *Personal Relation effects, Public Relation, Electronic Marketing, Sales Enhancement, High-Level Hotels, Internet*

### **Introduction**

The world is witnessing today a huge revolution in the field of information and communication technology. This revolution brought about fundamental changes and transformations in the business world. One of the latest developments in the world of information and communication technology is that marketing has become electronic via the

Internet [1]. To achieve the goals of organizations, when they provide the appropriate methodology and accurate implementation of their operations, the huge numbers of Internet users are increasing day by day, and from day to day we find that organizations compete seriously and are interested in achieving the goals through e-marketing, through a wider spread and higher sales, to attract the largest number of customers for its brands [2].

The larger reality of the information technology revolution greatly affects the marketing sector, as organizations of all kinds are rushing to re-engineer traditional marketing functions and elements in line with the demands and pressures of technological progress [3].

Undoubtedly, the use of e-marketing and public relations has increased very dramatically, as the Internet has become a global arena for supply, demand, buying and selling; Organizations should activate promotion within their marketing plans; To attract the largest number of customers in light of this huge competition, and the use of the Internet is an indispensable means for all classes of business in the marketing process, as this digital revolution has spread until it has become in every institution and home [4]. This spread had an impact on the nature and levels of performance of institutions in general, and the study specialized in high-level hotel establishments, especially five-star hotels, which are among the institutions that deal with the Internet, not only as a means of communicating and communicating with their customers, but also to promote their name, services and reputation [5]. In addition to public relations and personal relations of such high-ranking hotels.

This study came to assess the impact of using e-marketing, public relations and personal relations tools for these high-level hotel establishments in stimulating reservations. When evaluating the use of e-marketing and personal relationships, it is necessary to clarify that this evaluation includes all aspects of marketing, whether it is production or managerial. It should also be noted that marketing plans, which now have at their core a plan for organizations, are an integral and important part of any organization's strategy, through which it seeks to achieve its vision, mission and goals, and it should be. In line with and integrated with its policies, laws and procedures [6].

Companies have recently begun to use modern technology in marketing, which led to the emergence of a new concept, which is e-marketing, because it relies heavily on the Internet in managing customer information and data, which facilitates knowledge of customer requirements and data. How do we meet them? This study attempts to measure the impact of the use of e-marketing in commercial promotion in five-star hotels [7].

The importance of this research also lies in being in line with global transformations in economic sectors and the growing role of services in many countries [8]. Accordingly, there

is a need to stand and shed light on the reality of e-marketing as a marketing tool for hotel hospitality services, and to identify the effectiveness of the programs applied in five-star hotels. Some international capitals contribute to providing recommendations to raise the level of e-marketing in a variety of ways that support the tourism sector as one of the tributaries of the national economy in the country in general and hotel institutions in particular.

This is done by studying the impact of e-marketing tools and their dimensions in stimulating sales and its dimensions in five-star hotels [9]. The importance of this research is embodied in knowing the main points related to activating sales in hotels and the impact of e-marketing tools and personal relationships on them, which are provided to them via the Internet to ensure their quality, in addition to helping hotels to obtain them.

It considers the interest of customers, and attracting them to deal with them, by showing the effect of e-marketing on sales promotion; to raise the level of hotel services, link them to the personal and functional factors of customers, and work on developing them is one of the most important objectives of this research [10].

### **Types of Relationships**

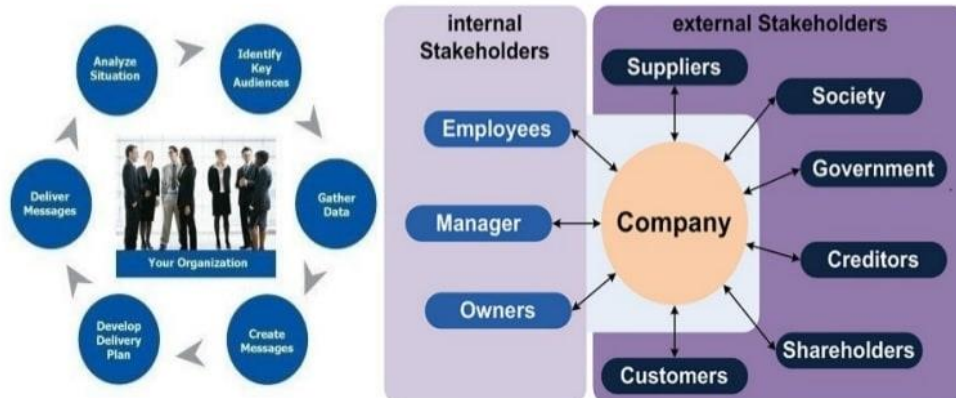
Public relations are the strategies of the activities and relationships carried out by a company or organization in order to achieve a specific goal, which is to reach the public. It can also be defined as: The activities carried out by the company or institution through various means of communication, with the public or customers [11]. To build a relationship between customers and the company and to convey a positive image of the company.

This relationship between clients and the company is established through the Personal Relation then turn it into Public Relations (PR), then PR Department will be responsible of that onward, also PR Department is the department concerned with this task through various tasks. It is the art and method of choosing the appropriate means of communicating with the public while adhering to the principles of PR. In order to benefit from the public relations department of your company or learn your responsibilities as a public relations officer, you need to understand and study all aspects of public relations [12]. Whether you are looking for your job in this department or want to add it to your company's departments.

### **Types of public relations**

Because the success of public relations begins with the employees of the company, you have to learn about the types of public relations in the company. The types of public relations in companies are divided into two types, see Figure 1 [13]:

- i. Internal public relations.
- ii. External public relations.



**Figure 1** Internal Vs External Relations

Each type has its own tasks and roles, which in turn contribute to achieving the company's plans and strategies.

### **3.1 Internal Public Relations:**

This type of internal public relations is no less important than external public relations since the beginning of success arises from within the company or institution first. In this type, the organization or company from the inside develops the employees' concepts and their awareness of the company's tasks and activities through clarify the company's goals to employees, clarify the role of each employee in achieving each goal, and help them understand how to reach the goal [14].

The participation of company employees in setting goals by hearing their suggestions and ideas, which could be beneficial to the organization as a result of their experiences [15]. Building and strengthening the relationship of employees with the company and their participation in decisions to increase their confidence in the company and thus increase the opportunity for them to continue working in it and increase their determination to achieve the company's goals.

Strengthening the relationship of employees with the company to improve their performance and also to motivate employees in the company to improve the company's image and show it in a positive way to customers caring for the company's employees and knowing their needs and meeting them [16]. Keep the company's employees informed of all the company's activities, positives or negatives that the company is going through. Encouraging the company's employees on the results of their work and their achievement of the company's goals. Assigning them tasks that are appropriate for them and their job and staying away from tasks outside the framework of their work and capabilities. All these steps, when

implemented by the organization, contribute to reflecting a good image of the company and thus increasing its success.

### **3.2 External Public Relations:**

External public relations for companies and institutions are all the activities that the company does externally to strengthen the company's relationship with the public. The company's external relations with the public such as [17]:

- Outdoor activities.
- The company's relationship with external means of communication such as the media and the press.
- Receiving clients and company guests.
- Organizing external seminars.
- Maintaining contact with external media in a positive manner.

Using these tools to build external public relations helps your company stay in the public eye, strengthen your company's reputation, and increase its profits.

### **Electronic Marketing**

Before touching on the concept of e-marketing, it is necessary to define the concept of marketing, as the American Marketing Association defined marketing as the completion of commercial activities that accompany the flow of goods and services from the producer to the customer. Marketing is believed to be a practical activity aimed at satisfying the needs and demands of customers through reciprocal processes [18].

Marketing is defined as the process or processes by which an organization creates value for customers, and builds strong relationships with them to obtain value and return from customers. These clients. Marketing is one of the basic functions of identifying the needs and requirements of customers, as it is one of the functions inherent to the customer through which the requirements and needs of customers are estimated and building strong relationships with them in order to reach loyalty [19]. And satisfaction to achieve profits and continuity of the company. Marketing attracts new customers by promising value, retaining and growing existing customers, and building profitable customer relationships.

Marketing helps in building a brand and instilling its products and services in the heart of customers and potential customers, especially in the hotel sector, which means that the success of any brand depends on a good reputation in the market. Recently, companies began to use modern technology in marketing, which led to the emergence of a new concept, which

is e-marketing, due to its great reliance on the Internet in managing customer information and data, which facilitates knowledge of customer requirements and data.

E-marketing is one of the innovative and relatively recent concepts in the world of online marketing [20]. E-marketing expresses a new philosophy in the business world to be involved in the marketing of goods, services, information, and innovations via the Internet. E-marketing also contributes to spreading the brand faster and maintains communication between customers and potential customers inside and outside the hotel.

From this point of view, e-marketing is important in the hotel sector, where e-marketing has been defined by several definitions by marketing specialists and professors, as it is defined as the management of interaction between the company and the customer within the expected environment in order to achieve a mutual exchange of common benefits. It was also defined as the optimal use of digital technologies, including information and communication technologies, to activate the productivity of marketing and the processes represented by functions and organizational activities directed to identifying and presenting the needs of target markets. Goods and services to customers in the organization [21]. E-marketing is a series of specialized marketing functions, a comprehensive approach to trading in goods and services, and that the use of digital technologies improves and supports the performance of the company in general. E-marketing is defined as the use of electronic data and applications in planning, implementing, and distributing goods and services for the ability to exchange and build relationships to meet customer needs.

E-marketing is the marketing aspect of the digital and institutional economy that includes efforts related to products and services in terms of defining, promoting, and selling them online, see Figure 2 [22]. It is also a subset of e-business that uses electronic media to carry out marketing activities and achieve the required marketing objectives of the organization, as internet marketing, interactive marketing, and mobile marketing are the forms of e-marketing. Some researchers also see that e-marketing achieves marketing objectives through the use of electronic communication technology to communicate with customers.



**Figure 2.** Electronic Marketing

Internet, extranet, intranet, and communication networks pre-provision of goods and services, with the aim of achieving customer satisfaction, and therefore all technologies must be used correctly, including design and production of goods and services, pricing of goods and services products, distribution, and promotion of goods and services, and improving the speed and quality of delivery processes Services.

E-marketing is one of the most important areas of e-commerce, as e-marketing is the heart of e-business and the most important of which is e-commerce, as the development of e-commerce and e-marketing came to keep pace with the technological commercial development using information technology and the Internet. E-commerce is the buying and selling operations supported by electronic means, especially the Internet. Therefore, the electronic marketing of hotels enables the customer to obtain complete information about the types of services provided, the level of their provision and their prices, where the customer can obtain a list of hotels and know the level of services provided and expected before, thus enabling them to take appropriate measures and complain, if any, to be exploited by the hotel management later. To improve the level of service provided, address any defect in order to retain existing customers, and attract new customers.

### **Online and Internet Marketing**

The Internet is one of the newest means of marketing products, services, and information in the business world. The individual or the owner of the establishment (hotel) must realize the important role that the Internet plays in the world of marketing. The interest in the Internet has increased recently for several reasons, including saving time and effort, ease of

communication, low cost, reducing work procedures, and the volume of paper transactions. The Internet opened new horizons for business organizations and led to an increase in the size of the target markets, as it was able to break the barriers of time and geographical barriers, and led to an increase in the efficiency and effectiveness of production and marketing.

The Internet is one of the most important means of communication and interaction in terms of its ability to provide many facilities to users, such as images and shapes embodied in the dimensions of color, image, and sound [23]. The Internet has turned into a distinct global social phenomenon. Among its advantages is that it crossed the barrier of time and place, and facilitated obtaining information, making decisions, and achieving interaction between the sender and the recipient through several sites such as social networking sites. The Internet has also helped customers find the best hotels that suit their tastes.

That information and communication technology has a significant impact on marketing, particularly in the aspects of marketing productivity and marketing data. The focus nowadays is more on the use of modern online social media in marketing products and providing services such as e-mail, mobile applications, etc., where many companies market their products and services online by communicating with their customers, or with consumers to display and promote their products.

The Internet has radically changed the way companies, especially in the hotel sector, interact with their customers and clients, by communicating with them faster, and enabling customers to communicate with them, which has led to a radical transformation in the tourism sector, as it has become more effective and efficient. While the technological environment plays an important role in determining the demand for hotels, although the prevailing technology adopts a certain standard of life, which is what the customer is expected to get from hotel services that are not inferior to what he finds on the website of the hotel.

### **Dimensions of e-marketing**

Currently, the percentage of companies using e-marketing to reach customers and customers who spend the most time on the Internet has increased; This has resulted in hundreds of millions of dollars being spent by companies trying to list their brands, products, and services across websites.

The dimensions of e-marketing will be discussed below: the hotel's website, the hotel's chat site, the hotel's social media, the hotel's email etc., see Figure 3 [24]. E-marketing tools provide the ability to attract new clients and customers quickly and effectively, provide the ability to communicate directly with clients and customers, provide the opportunity to



communicate with all companies of all sizes and from all over the world, and the ability to maintain interaction between clients and companies, especially in the hotel sector.



**Figure 3.** Online Marketing Forms

### **6.1 Hotel website:**

The rapid development in the use of the Internet in the field of marketing expresses a great challenge for companies, and the marketing of products and services is increasing rapidly over the Internet in recent years, as companies large and small have begun to realize the importance of using the site and determining its location on the Internet has not disappeared yet. its commercial and marketing activities [25].

Creating a website takes away the physical front end for companies. Creating a website requires creating a page with pictures and information about the company and the products and services offered, and it requires that the site be fast Customers need input and output devices such as phone, display, card reader, etc. to view the website of each company. The physical, human and technical requirements, laws, legislation and infrastructure to regulate dealing with modern communication networks are provided by providing a full range of fast communication facilities, human resources skilled in the use of computers and Internet operations.

The website of the hotel plays an important role in the success of the marketing process on the Internet, where the customer compares and compares what he offers from different hotels,

so it is necessary to provide sufficient information that raises their interests and needs, while the shape and design of the site is very important to attract visitors, which contributes to supporting the process Internet Marketing. The hotel site requires that it be comprehensive and balanced in terms of design and technology, as well as the use and sharing of text and image content around the hotel. The hotel should use the latest innovations to bring new customers and attract them to its website, and enable them to book through their website to save time and effort for the customer and their ability to learn about the services provided and ensure that there are reservations that suit their tastes.

## **6.2 Hotel Blog:**

The Conversational Blog has a huge role in the world of business and communication. Because it provides opportunities to attract many customers. A conversation blog is defined as an informal website where separate, informal discussions and text entries take place, working by displaying the most recent messages, i.e. in reverse chronological order at the top of the page. A hotel conversation blog was defined as the exchange of customer information, opinions, and experience with the hotel [26], and the ability to respond to their inquiries about the hotel. It is considered highly credible in providing information as it has been used in e-marketing.

## **6.3 Hotels social media:**

Recently, social media has played a major role in the world of e-marketing. Social media is a form of e-marketing that is used to build awareness and communicate with customers and clients, to spread the brand, and to carry out business activities such as offering a product or service such as Facebook, Twitter.

The use of social sites in e-marketing has greatly facilitated reaching customers by publishing content such as advertisements and images of products and services provided by the company, which has led to the ability to know the requirements of customers and what they are waiting for, and helps how to design social networking sites.

Social networking sites are a group of Internet-based applications that allow sharing of content provided by users. As social networking sites allow all individuals and organizations to interact with each other and build relationships in local and international communities via the Internet. Social networking sites also allow companies, especially hotels, to interact directly and effectively with customers with a high level of efficiency and at a lower cost than traditional means of communication.

Social media marketing is a tool developed to produce messages for dissemination on social media sites in order to stimulate communication with customers and aims to motivate users to

speak positively about the brand, items, products, and services offered [27]. The hotels' social sites were able to follow up activities, put up information and offers, and respond to customer and customer inquiries on a daily basis through their social networking sites with ease and directly.

Hotels rely on selected online applications such as Facebook and Twitter to get the largest number of customers by putting up information and offers in the form of text and images through these sites and building public relations with customers. Facebook is also one of the most used social sites, with billions of users from all over the world. around the world, giving hotels the opportunity to attract the largest number of new customers. As for Twitter, it is the basis for the creation of social sites, with more than five hundred million active users. Twitter is an ideal tool for marketing products and services with the ability to understand and define the needs and expectations of customers through the information gained.

#### **5.4 Hotel email:**

Email is one of the services available on the Internet, and one of the most famous sites in the Internet world: (Hotmail, Yahoo mail, Gmail, Outlook), where the Internet focuses on creating an email in different sites. E-mail is one of the most important tools that help e-marketing via the Internet to gain the largest number of customers and communicate with existing customers [28].

Where email can reach customers quickly, cost-effectively, and efficiently. E-mail is a technical means and a form of instant messaging on the Internet used to exchange messages in the form of text and digital images from several users to one or more recipients.

It also helps to inquire about paying for a service, as email marketing campaigns are the most profitable and effective for email marketing, and for attracting customers to their site. The hotel email service maintains communication with its customers and develops electronic hotel email marketing through the ability to send mass messages to many customers based on their tastes and requirements at the same time, reducing effort and time.

### **Conclusion and Recommendations**

Based on what was discussed previously, the research reached some of the following recommendations:

- i. Hotels should continue this policy, which is e-marketing, and activate it in all their dealings to maintain their customers.

- ii. The five-star hotels are keen to activate sales continuously electronically to display products and services in an attractive way to customers and clients to attract the largest number of them at the local and international levels.
- iii. Hotels are keen to market and promote their services and products through all electronic media, especially social networking sites, because of their great impact in reaching the largest possible number of new customers.
- iv. That hotels develop the methods and form of their messages and products via e-mail to be highly effective in attracting customers.
- v. Improving the appearance of the hotel's website to become more attractive to customers.
- vi. Adopting the foundations of building websites when creating a website for the hotel on web pages.
- vii. Using social networking sites in a more effective and attractive marketing way for customers.
- viii. The types of internal and external PR are important for building your story, sharing it with your audience, using it to achieve corporate goals, and developing and achieving effective strategies through PR staff based on the different tasks of each job.

Can also learn about the most important differences between marketing and public relations, despite their similarities, and learn about the most important means of measuring the success of your strategy.

### References

- [1] Alves, T. D. (2018). "Assessing the relative performance of online advertising media". (Doctoral dissertation), Unirevsidadecatolica Portuguesa, Lisbon, Portugal.
- [2] Bennaciri, M. (2018). "The Effect of Social Media on Hotel Industry Customer Decisions", (Master Thesis), Northwest Missouri State University, US
- [3] Bradley, P. (2019). Be where the conversations are: The Critical importance of social media. *Business Information Review*, 24 (4), 248-252.
- [4] Chaffey, D., (2016). *Internet marketing: strategy, implementation and practices*. 3th ed.: Prentice Hall.
- [5] Cole, C. (2017). *Social media best practices for non-profit organizations*, Canadian Coalition for Global Health Research.
- [6] Debono, R. (2019). "The Effectiveness of social media marketing as a branding tool for hoteliers". (Master Thesis), Degree of Bachelor of Arts with honours in tourism studies, University of Malta.
- [7] Dilip, M., & Qing, W. (2019). "Consumer Generated Advertising in Blogs". In Neal M. Burns; Terry Daugherty; Matthew S. Eastin. *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*, pp. 248–.162

- [8] Dragan, M., et al., (2017). Hotel marketing and Technology trends 2017. Profitroom, Simply more books.
- [9] Issahaku, I. (2018). Adoption of e-business the hospitality industry in Ghana a case study of hotels. Kwame Nkrumah University of Science and Technology.
- [10] Kirby, J & Marsden P. (2016). Connected marketing: the viral, buzz and word of mouth revolution. Elsevier.
- [11] Cambridge University Press. Lončarić D. & Radetić, N. (2018). The Implementation of e-Marketing in hotel industry: the case of Istria country. Original Scientific Paper, 3 (1), 15-62.
- [12] Michael B. N., & Ogwo E. (2019). Trade sales promotion strategies and marketing performance in the soft drink industries in Nigeria. *International Journal of Marketing Studies*, 96-109.
- [13] Salem et al., (2018). Determinants and effects of applying electronic marketing in Alexandria hotels: current status and future trends. *Tourism and Hospitality*.
- [14] Smith, K. T. (2011). Digital marketing strategies that Millennials find appealing, motivating, or just annoying, *Journal of strategic Marketing*, 19, 489-994
- [15] Starkor, M., & Safer, M. M. (2019). *The Smart hoteliers' guide to 2015 digital marketing budget planning*. HeBS digital, New York, US.
- [16] Zhang, M., Jansen, B.J, & Chowdhury, A. (2011). Business engagement on Twitter: a path analysis electronic markets, 21 (3), 161-175.
- [17] Chuang, S. H. (2018). Facilitating the chain of market orientation to value co-creation: The mediating role of e-marketing adoption. *Journal of destination marketing & management*, 7, 39-49.
- [18] Bazazo, I., Alansari, I., Alquraan, H., Alzgaybh, Y., & Masa'deh, R. E. (2017). The influence of total quality management, market orientation and e-marketing on hotel performance. *International Journal of Business Administration*, 8(4), 79.
- [19] Lee, C. H., & Cranage, D. A. (2019). Personalisation–privacy paradox: The effects of personalisation and privacy assurance on customer responses to travel Web sites. *Tourism Management*, 32(5), 987-994.