

A Comparative Analysis of the Management Styles of a Traditionally Hotel and a Modern One

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Abstract

Self-service best describes the tourist business, although it plays a vital role in every country's economic well-being. The growth of popular tourist destinations in many parts of the globe has contributed to a rise in the number of foreign visitors. In general, potential hotel guests will base their choice to stay there on the information they have at their disposal. Hotels nowadays use a wide variety of marketing communication tactics to attract and retain guests. An estimated 800 million visitors were counted in 2005, an increase of 5.5% from the year before and 10% from the year after. With a 6.6% increase from 2005 to 2007, international visitor arrivals reached 940 million in 2007 (UNWTO, 2012); in 2014, over 1.32 billion people traveled internationally for tourism, contributing an estimated \$7.6 trillion to the global economy (Oriade, 2017).

Keywords: Communication, customer patronage, economic, tourism, self-service, destination areas

Introduction

Global tourism benefits well-known hotels that have established an efficient marketing communication strategy. Whether or not you are able to contact your intended audience depends on a number of variables, including the nature of that audience, demographic factors, the type of hotel and the services rendered, the location of the intended audience, the cost and benefits of doing so, and the channel through which you choose to do so. The success of a hotel's marketing efforts will be largely determined by the medium or channel used to reach the intended demographic (Ajake, 2015).

Hotels often mistakenly believe that developing a marketing strategy is unnecessary for a smaller establishment because of a lack of available resources and manpower. Even the most sales-oriented managers might become sidetracked in a small hotel with so many competing demands on their time that they wind up devoting significantly less time to marketing and sales than they had planned (Iyiade, 2018).

As a subset of tourism, the hospitality industry accounts for at least 10.2% of global GDP, provides direct and indirect employment for more than 292 million people, and accounts for 8% of the global labor force (Oriade, 2017). There has been a rise in the number of hotels as well as their relative sizes and degrees of organizational complexity because of widespread optimism that this sector will play a significant role in the future of the tourist industry (Pereira & Almeida, 2014).

As noted by (Hannam, 2004), the increasing competition among countries as tourist destinations has resulted in a wide range of attractions being made available to visitors from a wide variety of countries. Because of the fierce competition in the tourist industry, promoting your goods effectively is crucial if you want to increase visitors to your area, have them spend more money while they're there, and have them come back again (Yuju-Wang, 2007; Ajake, 2015).

The Traditional and the Modern Hotel Promotional Operationalization

It's crucial to get the word out about the many local companies that are reasonably priced yet of high quality to visitors and tourists. There are two primary schools of thought in marketing: the classic and the contemporary. Both of these methods of contact are rather pricey (Wroblewski, 2019). Increasingly, the term "traditional marketing" is used to describe the process of persuading consumers to buy a company's products or services. Some of these methods include direct mail, radio and television commercials, and personal sales calls. The use of up-to-date infrastructure and equipment, most notably mobile devices and computers, is at the heart of contemporary marketing. Email marketing, online forums, online shopping, webcasting, Google Plus, travel adviser, Google Flights, Google News, and Google News Groups are all examples.

E-marketing, or electronic marketing, is a method of promoting a product or service online that makes use of the focused traffic that websites generate. Internet marketing refers to promotional efforts made only online. Using the internet as a promotional and sales tool, emarketing is a notion that has been studied by authors including Babalola (2003) and Sanyaolu (2005). The use of social networking platforms for advertising purposes is rapidly growing (Indian-Express, 2014).

Using social media to peddle tourist trinkets is a great marketing strategy. Industry promotion, according to Ivuanyi (2008), is a vital part of every successful advertising strategy. It's clear that a lot of money and new ideas have gone into making the internet a more lucrative place to do business during the last decade (Yusuf & Adebayo, 2019). The hotel management has a limited understanding of online marketing and other forms of multimedia communication. Hotel management seldom makes full use of online communication channels to reach out to visitors. Theoretically, marketing strategy may assist improve public relations after a string of misfortunes by focusing on and cultivating new market niches (Dore & Crouch, 2003).

The process of marketing and conveying the value of a product or service relies heavily on communication. Knowing and understanding one another, building efficient organizations, and solving challenges all need clear and open lines of communication (Ruck & Welch, 2012). Afolabi (2019) argues that in today's era of ubiquitous digital technology, people are reaching out to potential hotels and resources in foreign countries via any available social media platform.

Open Field for Both Styles

In order to increase demand for a product, sales promotion, as defined by Babalola (2003), involves offering incentives to either guests or the distribution route. It is most effective when used to simpler, less costly products whose qualities can be evaluated in the store before purchase (Kotler & Keller, 2009). This means that the final visitors or customers, wholesalers, tour operators, and travel agencies all benefit from the communication operations.

During the last three decades, the hospitality and tourist industries have seen unprecedented levels of growth and innovation. Its fast and consistent expansion is not happening in a vacuum. Employment possibilities have been generated in a region rich in natural features, animals, and wilderness thanks to this industry (Akpan & Obang, 2012). If properly nurtured, tourism has the potential to provide steady revenue and reinvigorate economies worldwide. It's also generally agreed that this sector is one of the most dynamically expanding in the world. Notwithstanding the difficulties they face due to their location, farmers may find success in the tourist industry by offering their services to visitors from beyond their immediate region. According to Oriade (2017), who cited the year 2012, the number of individuals traveling internationally as tourists achieved a record high of one billion. This represents one-seventh of the global population.

Objectives of the Study

- 1) Analyze the impact of outdated vs cutting-edge marketing communication methods on hotel success.
- 2) Find out how conventional and current marketing communication systems have impacted the success of hotels.

Significant Aspects of Promoting A Hotel

"Marketing" was described by Kotler, Bowen, and Makens (2006) as "the process through which a product or service is distributed to customers" (p. Based on this, the marketplace might be an open area or arena, a suitable workplace, a company, or any other suitable setting for doing commerce. It is a place where transactions between buyers and sellers take place.

The sender and the recipient engage in a back-and-forth during marketing communication. It's a way of doing things, a management philosophy, and an expression of the expertise you've built up through time. Marketing communication efforts are what get the word out about a service to the general public/potential customers. Marketers in the hotel and tourist industries (the source) need to have a firm grasp on both their intended audience and the most efficient means of conveying their message to them.

The pre-selling, selling, consuming, and post-consuming phases of hotel marketing communication should all be two-way streets of conversation between the hotel and its visitor. Hence, a more effective and timely hotel marketing communication approach is required. The hotel needs a marketing communication system that provides the correct data at the right time so that management can make the best possible decisions (Kotler et al., 2006).

The term "Traditional Marketing" is used to describe a set of methods done by businesses to encourage consumer preference for their products and services (Babalola, 2003). The hotel's ability to organize these components in such a manner that customers would happily use the hotel will be crucial to the success of the '4P's (Product, Pricing, Place, and Promotion), a set of marketing principles that apply across industries.

With the proliferation of tourist hotspots, where visitors may choose from several attractions offered by a wide range of countries, it is clear why Hannam (2004) stressed the significance of tourism

marketing. Because of the fierce competition in the tourist industry, promoting your goods effectively is crucial if you want to increase visitors to your area, have them spend more money while they're there, and have them come back again (Yuju-Wang, 2007; Ajake, 2015).

Modern Tools of Communication and Marketing

Advertising, direct marketing, branding, an online presence, printed materials, publicity campaigns, sales representations, sponsorship, exhibitor appearances, and so on all fall under the umbrella of marketing communication, which is defined by MaCom (2019) as the "fundamental and complex part of a company's marketing efforts." According to Areola and Yusuf (2016), "marketing communication" is "an organization's effort to persuade a market to act in a certain way with respect to the company's goods." It raises consciousness and encourages people to purchase things.

Whether it's a prospective consumer or a trade intermediary (such a travel agency, tour operator, reservation service, hotel, or charter broker), the goal of marketing and communication is to get them to feel and do something a particular way (Ajake, 2015). Advertising, direct marketing, sales promotion, personal selling and publicity, as well as public relations, are all examples of forms of communication. Tourism marketing encompasses all forms of promotion aimed at disseminating information to potential visitors about a destination's amenities, accessibility, cost, and other practical considerations (Ajake, 2015).

Both the form and the content of mass media in the contemporary period have undergone substantial changes as a result of their evolution and diversification (Kotler, et.al, 2010). The content and strategy of marketing communication systems have a tendency to undergo paradigm shifts. The dissemination of information in every sphere of society has been profoundly altered by the advent of modern marketing. Depending on the significance of the information being shared, we may even claim that a basic video camera and Internet connectivity might shift national and even worldwide power dynamics.

Cooper, Fletcher, Fyall, Gilbert, and Wanhill (2008) note that marketing managers are also guiding goods toward picking places in the service industries, such as tourism and hotels. It's also worth noting that the marketing mix aids destination management organizations in identifying key areas for boosting tourist product acceptance and demand (Ajake, 2015).

Marketing is the practice of spreading the word to potential buyers about a certain product or service. The promotional components are the many options open to marketers. Advertising, personal selling, sales promotion, public relations, and direct marketing are all part of what's called the promotional mix. Organizations employ promotion to influence customer behavior, making it an essential driver for the tourist industry. An rise in sales was documented when they used strategies such advertising brochures, direct marketing, trade exhibitions, consumer promotion, media familiarizations, radio and television commercials, and personal selling (Osoh, 2003).

Aspects of Both Styles Applicable to Hospitality Industry

Hotels, both old and new, may benefit from strategic use of marketing communication (Mindy, 2016). Investment in the marketing mix is typically allocated at a rate of eighty to twenty percent

(80%/20%) under the current structure. Eighty percent of advertising resources are devoted to online and twenty percent to more conventional channels. Market research is an essential part of every marketing strategy since it reveals the most effective channels for reaching the intended audience.

Traditional approaches may be very successful, but they are often overlooked because they do not conform to the norms that the marketer believe are appropriate. But, online promotion is not the only possible kind of modern advertising. Traditional marketing communication systems were employed to promote hotel businesses before the rise of the Internet, when they were seen as the only viable option due to their high costs and low success rates. Most conventional methods of advertising date back to the dawn of human civilisation. Several different types of advertising fall under the umbrella of "traditional marketing" (Sanyaolu, 2005). It's the most common kind of advertising, including billboards, radio spots, and television commercials. Print, public relations, broadcast, direct marketing, and personal selling are the classic five mainstays of marketing communication.

Appropriate Inroads to Progress

So, hotels should tailor their marketing campaigns to certain demographics in line with the services they provide. Traditional forms of advertising may be effective, but they can only reach a large enough audience to be nationally significant if sufficient resources are allocated to them. It is important to utilize both current marketing communication and traditional forms of advertising (Cave, 2016).

In certain cases, only conventional approaches will do to attract a given demographic of customers. For example, if your audience consists mostly of retired CEOs, don't expect to reach them using email or social media. Traditional forms of advertising have often included personal interactions between buyer and seller. There are situations when this kind of direct selling is the most efficient approach to promote a product. Some consumers and customers only feel comfortable doing business face to face.

Traditional advertising provides a sense of touchability, similar to that of printed materials. A customer has the option to peruse the content whenever they choose. This facilitates information dissemination in real time, whether via the casual exchange of business cards or in preparation for in-person events like talks and trade exhibits. Hence, traditional marketing may be successful, but it has problems and limits, such as high costs, difficulty in tracking outcomes, reliance on third parties, the use of force, marketing that only goes in one direction, etc.

It is obvious that many of the conventional approaches to marketing communication are now irrelevant. Travelers between the ages of 18 and 65 make up the bulk of the hotel industry's customer base nowadays. They have a high level of education yet cannot sit still for long. Many of them are tech savvy and have high-end mobile phones that allow them to access the internet for news and other information, eliminating the need to read or listen to traditional media. Because of their ubiquitous mobile phones and widespread access to the web, almost all people in this age range spend at least some of their waking hours online. This means that they should have no trouble receiving emails or files that are posted to the internet. Companies tend to concentrate in urban areas, where a variety of cutting-edge marketing channels are available. Likewise, not every product or

service may benefit from the same marketing communication instrument or approach that works well for selling a physical good.

According to Oriade (2017), in 2012, international tourism reached a new high with one billion individuals traveling across international boundaries. This represents one sixth of the world's population. As a result of the above, the visitor will only be able to stay at the hotels with which they are already acquainted. So, hotels shouldn't rely only on conventional advertising methods, since they won't be effective in reaching a global audience. Investors in the hotel industry need to raise public awareness through a variety of efficient marketing communication strategies so that the firm may become a household brand and attract customers from all over the world.

Advertising in the Print Media

Print media and broadcast audio/visual media are the two primary types of advertising. According to Baker (2005), all forms of mass media, including print, broadcast, and outdoor, qualify as forms of advertising. With it, you may broadcast to a large audience at once and recycle the same message again and over. There are pros and cons; despite its emotional appeal, it may be pricey. It's not just impersonal and costly, but also one-way. According to (Sweeney, 2009). Publications, journals, billboards, postal mail, brochures, and flyers are all examples of print advertising materials.

Prints have a wide variety of applications, but depending on the intended reach, they may be a highly costly conventional marketing communication instrument. Depending on the hotel chain's guidelines, the deal may be limited to a certain area. Postal materials, billboards, handbills, flyers, magazines, journals, brochures, newspapers, and so on all qualify as print materials. Souvenirs are also printed on for sale. Kotler and Keller (2009) hypothesized that hotel and tourism businesses may place ads in a variety of periodicals, such as retail travel agency (RTA) holiday plans, visitor center guides, and trade magazines.

According to Babalola (2003), brochures are a crucial marketing tool for hotels because of the impression they make on prospective guests. Brochures are a kind of printed collateral used in advertising. Hotels, banks, airports, post offices, and travel agencies all stock these for their customers. Brochures may be disseminated to the general public, but only a fraction of the target audience will actually pick one up. Before the widespread availability of the internet, brochures were a somewhat ineffective way to advertise to a global audience.

According to Lillicrap and Cousin (2012), brochures ought to be visually appealing and give off the correct vibe for the service being advertised. Brochures that are too crowded might be off-putting to potential readers, so make sure there is enough of white space in yours. The content of brochures often consists of:

Information about the hotel, including the dates of stay, when you plan to leave, where you will be picked up and dropped off, and when you can expect your stay to begin and end; the terms and conditions of your reservation; your preferred method of contact (telephone number, fax number, email address, and website); and any other relevant information. The brochure's expiration date; the hotel rates, including any applicable discounts (for seniors, students, etc.); and a detailed description of what is and isn't included in each rate.

Other forms of Advertising are:

- a) Radio Advertisement
- b) Television/Cable Advertisement
- c) Personal Selling

Lillicrap and Cousin (2012) opined that sales promotion involves activities designed to promote regular sales. It involves product sampling. Such activities include:

- a) With perks like complimentary wine with meal bundles.
- b) Provide complimentary soup or appetizer with dinner purchase.
- c) Marketing of festivals in conjunction with other public events of a similar scale.
- d) Advertising for alcoholic beverages and wine.
- e) Kid-friendly fare.
- f) Cost savings on hotel stays.
- g) Buffet service - where a variety of meals, each uniquely prepared and presented to visitors.
- h) Gueridon service is a kind of unusual yet expert service performed in front of the diner.
- i) Creating customer loyalty programs that incentivize the purchase of a certain product is another way to boost sales.

There are four types of sales promotion useful in hotel industry. These are:

- a) Sales Promotion through advertisement: Guests, both current and prospective, are informed and persuaded to buy items and services by means of contractual agreements and informational exchanges.
- b) Sales promotion through internet and social media: As a result, more information can be shared with prospective and current visitors.
- c) Sales promotion through merchandizing: Promotion at the time of purchase is related to this. To advertise a certain product or service. Its primary function is to increase guests' total time spent at the venue. Buffet or guerdon service are common examples.
- d) Sales promotion through personal selling: The capacity of hotel employees to aid in the marketing of sales is meant here. For this reason, it is crucial that hotel employees be taught to think and act like salespeople.

Conclusion

As compared to older, more manual approaches, current hotel management systems are both more efficient and cheaper. The hotel industry often works together to host regional trade events to

advertise their establishments to potential guests. Sellers, or exhibitors, often reserve a booth or exhibit space. Depending on the nature of the hotel marketing event, appointments with "buyers" may be scheduled. Here, the hotel representative may speak with prospective customers face to face. Scheduled presentations are given by salespeople who then offer their wares to potential customers. Trade exhibits are a great way to meet the needs of a big number of people in a short amount of time without breaking the bank.

Consumer advertising may be quite nuanced and tailored to certain niches. Operators might undertake informal market research by interviewing the general population and making new connections with other operators at consumer fairs. Therefore, although there's no denying the superiority of cutting-edge hotel management software, the vast bulk of the business still relies on tried-and-true techniques. Actively sharing material linked to tourism is made possible by the Internet, where users may post their own thoughts, photos, and videos to a variety of online communities, including social networks, blogs, and more.

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