

Public relations of the oberoi hotel mumbai tourism essay



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The marketing focus on the most fundamental requirement of companies to identify customer, research their need and preferences.

According to an American educator and writer Peter F. Drucker

“ The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

According to Al Ries “ Strategy and timing are Himalayas of marketing. Everything else is Catskills”

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered on the key concept that customer satisfaction is the main goal

The tourism consumer is the critical judge of successful marketing and public relations activities.

In today’s increasingly competitive marketing environment there has been a shift from traditional marketing techniques towards more aggressive and varied approaches to marketing and communication. The change from transactional to relationship management in marketing over the past fifty years has been marked by improvements in consumer satisfaction and client recommendation of repeat purchase of products and services.

Brands today are often built with effective PR campaigns and then maintained through a blend of marketing and PR tactics.

The impact of the Internet is having profound impact upon PR and Marketing practices enabling PR practitioners to conduct two way communications in order to maintain and enhance customer relationships

MARKETING

Marketing- according to CIM, " marketing the management of process responsible for identifying anticipating and satisfying customer requirement profitably"

accord to hand out - marketing is a way of thinking , a philosophy . the american marketing association define marketing as :

The process of planning and executing the conception . pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organisational goal(bennett1995)

the marketing function is the study of market forces and factors and the development of the company's position to optimise its benefit from them .

accord to Richard hall- " The first golden rule of marketing is that nothing is impossible "

PUBLIC RELATION

Public relations concern any organisation, commercial or non commercial . it exists whether we like it or not, you cannot decide to have or not have public relations public relation consists of all . communications with all the people with whom an organisation has contact . an individual also

experience public relation, unless he or she is utterly isolated and beyond human contact.

So misunderstand is public relation that the last place to look for a satisfactory definition is in dictionary . let us examine there internationally respected definition which I are familiar to PR professionals.

According to- IPR (institute of public relations) “ public relation practice is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its public “. (As revised November 1987)

According to Frank Jeflcin’s Definition “ Public relation consists of all forms of planned communication outwards and inwards between an anisation and its public for the purpose of achieving specific objectives concerning mutual understanding.

The Mexican Statement following the world assembly of public relation associations in Mexico City in August 1978, this statement was agreed.

“ Public relations practices is the art and social science of analyzing trends, predicting their consequences, counselling organisation readers, and implementing planed programmer of action which will serve both the organisation’s and the public interest.

(public realation by franks jefkins , page nom 7, 8) ISBN 0712117091.

OBEROI HOTEL

Location of the Oberoi Hotels:

In India, these hotels include The Oberoi Rajvilas, Jaipur; The Oberoi Amarvilas, Agra; Wildflower Hall, Shimla in the Himalayas; The Oberoi Vanyavilas, Ranthambhore; The Oberoi Cecil, Shimla and The Oberoi Udaivilas, Udaipur. Overseas, the new hotels include The Oberoi, Lombok in Indonesia, The Oberoi, Mauritius and The Oberoi, Sahl Hasheesh in Egypt. The Oberoi Zahra, Luxury Nile Cruiser, Egypt was launched in 2007.

The Group's commitment to excellence, attention to detail and personalised service has ensured a loyal list of guests and accolades in the worldwide hospitality industry. The hotel has hosted a long list of notable guests including The Beatles, Jacqueline Kennedy Onassis, Bill Clinton, Jacques Chirac, The King & Queen of Norway, The Duke & Duchess of Kent, The Duke of Edinburgh, The Prince of the wale , Roger Moore, Joan Collins, Mick Jagger, Deep Purple, Michael Palin, Hillary Clinton, Michelle & Barack Obama as well as professional cricket teams on tour.

History of The Oberoi Hotel :

The Oberoi Group, founded in 1934, operates 28 hotels and three cruisers in five countries under the luxury ' Oberoi' and five-star ' Trident' brands. The Group is also engaged in flight catering, airport restaurants, travel and tour services, car rentals, project management and corporate air charters.

The Oberoi Group Hotels was founded by Mr. Rai Bahadur & M. S. Oberoi in 1934. They have two principal brands - THE DELUXE OBEROI BRAND and THE FIRST CLASS INTERNATIONAL TRIDENT BRAND. It owns and runs thirty

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five luxury and first class hotels in seven countries. Five Oberoi Group Hotels are members of 'The Leading Hotels Of The World' and eight are members of 'The Leading Small hotels Of The World'. It employs about 12, 000 people worldwide and they are the trend setter as they were first to introduce in-house laundry and to employ women in their hotel.

Marketing Strategy of the Oberoi Hotels (Oberoi Group):

The Oberoi Group, founded in 1934, operates 28 hotels and three cruisers in five countries under the luxury 'Oberoi' and five-star 'Trident' brands. The Group is also engaged in flight catering, airport restaurants, travel and tour services, car rentals, project management and corporate air charters.

A distinctive feature of The Group's hotels is their highly motivated and well trained staff who provide exceptionally attentive, personalised and warm service. The Group's new luxury hotels have established a reputation for redefining the paradigm of luxury and excellence in service amongst leisure hotels around the world.

Today, Mr. P. R. S. Oberoi is the Chairman of The Oberoi Group and his son; Mr. Vikram Oberoi and his nephew, Mr. Arjun Oberoi serve in the capacities of Joint Managing Directors at EIH Ltd and EIH Associated Hotels, the two major holding companies of The Oberoi Group. The Oberoi Group is committed to employing the best environmental and ecological practices in technology, equipment and operational processes. The Group also supports philanthropic activities that range from education to assistance for the mentally and physically challenged. The Group is also a keen contributor to the conservation of nature and of cultural heritage.

STRATEGY ANALYSIS

of The Oberoi Hotel Palace Hotel:

SWOT ANALYSIS :

Swot analysis is a strategy planning model which stands for Strength, Weakness, Opportunities and threats involves in a business venture it involves specifying the venture of business and swot analysis is also identifying the internal and external factors which are suitable and unsuitable for achieve that objective.

Strength : Characteristics of the business or team which are giving advantage over other in the hotel industry.

Weakness : Weaknesses are external factor of the organization and disadvantage relative to others. The cost of land in India is high at 50% of total project cost as against 15% abroad. This acts as a major deterrent to the Indian hotel industry.

The hotel industry in India is heavily staffed. This can be gauged from the facts that while Indian hotel companies have a staff to room ratio of 3: 1, this ratio is 1: 1 for international hotel companies.

Opportunities: External chances of the industry to make greater sail and profit in the environment.

Threats: External elements which can create a trouble for the business of hotel industry.

Competitors:

There are so many competitors around the business of Oberoi Group Hotel they have price war with each other they are providing same facilities like as Oberoi Hotel thus it has direct competition with following brands who are looking forwards to join the race such as:

The Taj Mahal Hotel

Marine plaza

The orchid

Le meridian.

Acquisition Hotel Blue Diamond Pune

Leela.

Strategy Planning Model

Strategy planning can be very benefit to the success of any hotel. However there is not only one strategy model for every business while choosing strategy planning model hotel industry need to take into account that which model is best for their business with what they are trying to accomplish. Various hotel business analysis techniques are using strategy planning including Swot analysis, pest analysis. Strategy planning is dealing with three question key:

What business we are doing in?

For whom we are doing it?

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How we can do it?

Planning: Planning is a specification of goals the housekeepers and the means to accomplish by the managing department.

Setting objectives: Determining desired results.

Developing strategies: Deciding how and when to achieve goals.

Programming: Establishing priorities, sequence, and timing of step to be taken.

Budgeting: Allocating resources.

Developing policies: Making standing decisions on important

Vision:

Oberoi Hotel wants to see the organization which's dreams leadership in hospitality industry by understanding their guest, delivering products and services according to their expectations.

They are also want to see their hotel as a responsive organization where decision making is encourage at all level of organization which accept change according to time. It will be responsible towards their guest and stakeholders.

Their main vision about their business that Oberoi Hotel industry want to see multi skilled workforce, which consist team player who have pride of ownership, translating organizational Vision into reality.

The Oberoi Hotel groups of hotels trying itself to the overall improvement of the ecological environment. Oberoi Hotel industry always recognizes that they are not owner but they are caretakers of the planet and they will stable it to their children and future generation of humankind. Their commitment encompasses all action related to their product, services, associate, vendors and community.

Mission:

The main mission of the Oberoi Hotel that they are committed to meeting and exceeding the expectation of their guest through their dedication to every aspect of services.

They want growth, development and welfare of their society and they want to make it really.

In their business they will create extra ordinary values for their shareholders.

Values:

Oberoi Hotel believe in the cultural diversity & respect of the people, passion for excellence, sense of urgency in work & accountability, social responsibility joy at work. Oberoi Hotel industry feels that their people and guests are a latest key of their success. They respect the diversity of people, their idea and honour the value individual in a team.

They want to get perfection of their achieving and continuously try to improve the process of global bench market.

They got success by exceeding the all expectation of their stakeholders and by protecting the interest of shareholders. They are encouraged innovation and supporting the growth through knowledge. Learning and by put the knowledge into the practice.

Oberoi Hotel industry believes in fair environment because that provides equal opportunity, brotherhood, to attract develops and retains the best talent from others.

Goals of The Oberoi Hotel:

Oberoi Hotel has many goals such as promoting any big event happening in the country and they have Formula 1 special offer for their guest.

Creating bonds and good relation with their training centre to develop their staff and business.

They are providing car and buses facility to transfer their customer where they have parked.

The goals of the Oberoi Hotel is to replace the system in which communicate department have work with the bolster security after 2008 at the Oberoi Hotel and tower.

MARKETING MIX

The marketing mix is the tactical toolkit of product, place, price and promotion that marketes manipulat in order to satisfy their customers and implement their target market strategies".(marketing briefe by Dibb's simikin 2001 , page num 165)

Conclusion:

In the overall observation I have found that the main purpose of the hospitality and tourism industry is entertainment and satisfaction of the customer. Oberoi Hotel is using swot analysis to run have defining the strength, weakness, opportunities which identifying the internal and external threats and professional housekeeper, teamwork and leadership are the strength point of Oberoi Hotel. Oberoi Hotel always offering a range of facilities and business services like as internet, fax machine.

I have found that the managing risk of the Oberoi Hotel refers both internal and external risk including Training, Evaluating, delegating etc. In the end of all we can say that Oberoi Hotel is one of the best hotel in the world due to their Location, Facilities and Business services.

Recommendation:

The data which is describe in this assigenment that all is very usefull to starting and runging in the new bussiness. . Before starting any business we have need to make strategy planning. Strategy mean ' planning' like how we can manage our business and how we can fulfill the needs of customers and how we can run our business with very good planning. Every businessman should give focus on the customers need because this is first and very important thing in business. Before open any hotel we should know that which place is right for situated the hotel we can say that is good accommodation of the hotel. For example: Oberoi Hotel is situated on the very good place it's on the gateway of India and near the many Airports of Mumbai and it helps the travelers from incoming flights to find the hotel immediately. Before starting any business we make any strategy then we <https://assignbuster.com/public-relations-of-the-oberoi-hotel-mumbai-tourism-essay/>

can face less problems otherwise we have to face lots of problems like as: Terrorism, New government rules and regulation, Competitors etc. We should try to improve the weakness of our business and alert about the threats of our business. Terrorism is always very big problem for the OBEROI HOTEL because of its popularity that is always in the eyes of terrorist.

Oberoi Hotel has always needed to be aware from the terrorist activities. Some time hotel industry have to face problem in the Swot Analysis it's mean Strength, Weakness, Opportunities, Threats and in Pest analysis is stands on Political, Economical, Social and Technical factors. Hotel should have to select good staff for in managing and in housekeeping department and staff should be expert that how they can impress the customer and fulfill their need and satisfaction. Business man should run the Monitoring system with this they can check that how their employees are doing work and they can find the weakness of their business. Business men have need to providing good salary and facilities like as: Bonus to their workers. Managing risk is most important thing for the hotel industry it includes both internal and external risk such as coordinating, Selecting Employee, Training, Directing. Organization should arrange and delegating work for accomplishment of the objects coordination in involves activities design to create a relationship among all organization efforts to accomplish their goals.