

Marketing practices of hotels and resorts in nueva vizcaya

[Business](#), [Marketing](#)



Traveling is a normal part of life for most individuals. Thousands of years ago there were the prehistoric nomadic tribes who traveled for better weather, safety and to seek food. Today, traveling is a part of everyday life for most working professionals. In keeping with the increase in tourists' desire to travel for pleasure or for business, hotels and resorts are there ready to provide sleeping accommodations, food, beverage, and recreational facilities. The word 'hotel' originated from French language, by the TAVERN (small hotel) from development.

It was a place for the wealthy, celebrities, business persons and local government gathered. At that time, it was the most advanced social and business centre. The trend and development of modern hotels are to be an integrated tourism economic entity and a hotel group company as well. It operates comprehensive management in the fields of hotels, travel agents, chain stores, hotel management companies, amusement park, entertainment, tourism, and hotel supplies production and distribution, and so on. Hotel is a commercial establishment providing tangible lodging, meals and other intangible guest services.

In general, to be called a hotel, an establishment must have (unsuited) private bathroom facilities. (objectifications. Com) Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies that operate hotels have set widely accepted industry standards to classify hotel types. General categories include the following: 0 Upscale Luxury 0 Full Service 0 Select Service 0 Limited Service 0 Extended Stay 0 Timeshare 0

Destination Club The services of a hotel offered to its customers are getting more and more extensive and sophisticated.

By adding new temptations to the already dazzling array of services, thousands of hotels all around the world compete with one another. There is a list of services a customer usually staying in an ordinary hotel can expect to enjoy: 1) 24 hours room service 2) Room with telephone, color TV set 3) Private bathroom 4) Air-conditioner. Hotel management refers to professional management techniques used in the hospitality sector. These can include hotel administration, accounts, marketing, housekeeping, front office or front of house, food and beverage management, catering and maintenance.

The management of a hotel operation is considered a major business operation According to Meddle & Ingram 2000, when one travels to another city or country, one usually has different needs and demands for the destination one is traveling to. Trying to meet these needs and demands is what comprises the tourism industry. The tourism industry can be divided into main sectors; hospitality, attractions and event, transport, travel organizers and intermediaries and destination organization sectors.

All of these sectors can be thought of as range of businesses and organizations involved in delivering the ours product and the travel experience. Hotels of course are a part of the hospitality sector and as such are major essential supply components of tourism. Hotels answer to the demand of those millions of travelers each year who need a place to stay

when visiting other cities and countries. That may be only for one night or a longer stay of week, even months with each visitor having different needs and expectations of the hotel's services.

Some may only need a bed to sleep in for a night, some are coming for a big conference held in the hotel or some are coming to the toll for an all-inclusive five-star holiday. To answer the different needs of the visitors, there are different types of hotels, some offering services targeted to a specific type of customers. Hotels can be referred to for example as luxury, resort, commercial, residential, transit or in many other ways.

Each of these terms can be linked to what kind of hotel is in question, give an indication to the location of the hotel or of the main customer group that uses its services. In Thailand, travel and tourism as an industry has performed a key role in the economy because of its capacity to generate more revenues for the local due to its strategic location and the interesting adventurous sceneries that are preserved and protected by the government to attract repeat tourists.

The tourism industry provides career opportunities for people of every generation, experience and education. Hotels and resorts play an important role in the attainment and acceleration of the social and economic growth and development towards industrialization and its programs to promote local and foreign tourism led to the growth of the hotels and resorts that are now serving the province. Uneven Vicar province is fast becoming a tourist spot

because of the beauty of the natural resource and the rich/cultural heritage such as the presence of ancestral spots.

That is why the primary purpose of this study is to determine the level of implementation of marketing practices of Hotels and Resorts in Uneven Vicar and their level of customer satisfaction. STATEMENT OF THE PROBLEM This

study aims to explore the marketing practices being used by established hotels and resorts in Uneven Vicar. Specifically, the study sought to answer the following questions: A. For the managers/owners of hotels and resorts:

1 . What is the profile of the hotels and resorts in terms of: a. Type of Ownership b. Capital c. Number of Employees d.

Years of existence e. Services provided 2. What is the hotels' and resorts' level of implementation in terms of: a. Product b. Pricing c. Promotion 3.

What is the customers' level of satisfaction on the marketing practices of hotels and resorts in terms of: a. Product 4. Is there a significant relationship between the level of implementation of the marketing practices and their level of customers' satisfaction? 5. Is there a significant preference on the level of implementation of marketing practices of hotels and resorts when they are grouped according their profile variables? 6.

What are the significance to improve the marketing practices of hotels and resorts in Uneven Vicar? B. For the customers of hotels and resorts: 1 . What is the profile of the customers of the hotels and resorts in terms of: a. Age b. Gender c. Address d. Educational attainment 2. What is the level of satisfaction of the customers of hotels and resorts in terms of: a. Product

Hypothesis 1. There is no significant correlation between the level of implementation of marketing practices of the hotels and resorts of Nueva Vizcaya and the level of their customers' satisfaction on these marketing practices.