

Methodology and findings report sample

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



Executive summary

The aim of this report was to investigate profitable use of Telecommunications and Mobile Devices which are market tools for hoteliers. A survey on attitudes towards the use of mobile devices and telecommunication technology was conducted in hotels. The results indicate that hotels benefits from this technology since it make communication easier and enhance online advertisement of hotels. For instance guests who uses mobile device have ease on locating location of hotel and knowing the weather conditions of the location. The report concludes that personal mobile devices are key points in advertising among other mobile devices which have helped hotel industries in developing. It is recommended that Hotels develops and upgrade in telecommunications and mobile devices that make it prosper in marketing their services.

Introduction

The relationship of guest and hoteliers is built by the quality of effective communication. Today's guest may prefer to engage in different ways either face to face or by phone, emails or even via mobile. This start with a guest-centric foundation but it must always end with a delighted guest. Mobile devices and telecommunication has become most powerful market tools that enables hotels to market and as a result earning profit. Currently, on 21st century the way of communicating has changed dramatically over the years (Berger, 2011).

The changes have become evident when analyzing the revenue earned by hotels from their guests for use of telecommunication and mobile devices in

their services. Thinking of technology for instance mobile devices and telecommunications as the world's biggest machine they are used in advertising and marketing of hotel services. The systems consist of telephones, mobile phones and internet linked personal computers that aid global system to touch nearly all of us.

This makes communication effective and ease as it allow people to speak, share thoughts and do business with nearly anyone, regardless of location one might be. Telecom operating hotels should ensure that they upgrade their devices to lower the rate of competitions. Traditional markets have been out dated, as the evolution in mobile services out paces the fixed line and the internet starts to replace voice as the staple business (Bilgihan, 2011).

In the survey we conducted we discovered that the use of internet enabled mobile phone can be used to book for a room especially for people who are far and want to do so early in advance. This has really boosted the economic level and marketing in the hotel industries as more customers can be accessed within a short period of time and therefore their rooms are reserved. The mobile passport system ensures and guarantees a customer a sense of assurance as what he or she is expecting even before visiting the place for the night or supper. The hotel system is connected to its inbuilt portal that plays a major role in familiarizing the guests on everything that goes around the hotelier and what is expected of him or her as a customer (Chandrasekar, 1987).

Guests can send a short message service to order their request from the hotelier rather than physically presenting themselves to the hotelier, this has

really boosted the way it works since it reduces overcrowding of the customers and guests. Moreover the use of mobile technology can create and improve the relationship between the hotel management system and the guest by accessing the data provided in the hotels database system over the internet. The customer sends the information to the hotel management and the management takes responsibility of saving the clients information in their data base online and hence easy manipulation and update of customers information when need arises. The increased level of mobile technology also leads to elasticity in their working coordination

With the increased level of technological discoveries each and every time, hoteliers keep on adjusting its changes too, thereby increasing its level of competence. For safety purposes hoteliers use new based email design software that can overcome any form of file corruption as a result of virus invasion or leakage of any kind and thus protecting the privacy of their guests. Most customers would prefer and consider the security of their documents as important and hence with the improved security of their email design, many guests will eventually get attracted to the firm hence better marketing (Jauhari, 2007).

One of the common telecommunication marketing tools is the use of ZDirect's eMarketing service device that enable hotels to manage their activities in such a systematic manner. Electronic communication devices enable most of the hotel management authority to make a clear report of everything spent by the workers and coordination of the activities going on around.

The security level is enhanced through the use of Skype. The security

cameras are installed and then connected to the internet through their internal inbuilt hotel portal that is able to send signal to all the other securities cameras around the hotel. In case of security threat or any form of attack, the security cameras connected to the internet sends the response to the police department. With all this in place, the safety of the customers is enhanced in such a high level of professionalism (Nykiel, 1989).

Installation of Wi-Fi system within the hotelier attracts customers who enjoy availability of internet surfing services. Furthermore the introduction of smart card system in the hoteliers provides the opportunity for the customers to enjoy a wide range of security measure and hence reducing the chance and threat of carrying the cash. The smart cards can also be used to withdraw cash or even deducting the amount from the customer's account automatically without the need of paying the cash to the cashier. This markets the hotels to the guests and hence attracting more customers.

Mobile technology has an impact on introducing a new dimension into advertising and marketing for hotels worldwide for instance travellers use conference calls that provide them with communications amenities that help them with automated self-service options. The service provides, room status, directions of the hotels, environmental conditions and many more. This advance edition of technology is the right choice for hospitality industries such as hotels that are focused on the quality of their customers.

Potential customers and guest see hotels advertisements on their mobile phones through a wide variety of mobile marketing technology including mobile website, mobile applications text messaging and banner ads (Stein, 1971). The technology is more advanced to reach a more specific and

targeted customers. According to the study marketing can be made more effective by customizing to increase exposure of advertisement to the customers.

The studies indicate that;

- 97% of mobile subscribers will receive and read a text message within 15 minutes. Among them 84% will respond within half an hour.
- Mobile phones are not for teenagers only but elderly also strongly embracing the use of mobiles.
- Normal campaign response rates are typically 12 - 15% this diver from direct mails whose average is 2-3%.
- According to the latest study indicates that almost 40% of consumers are extremely interested in receiving mobile coupons for a wide variety of hotel services.

The advanced technology has made it easier when booking tickets or either cancelling using mobile phones. Mobile technology can also be used for distributing of loyalty cards and vouchers. Location-based services

The mobile using Google maps one can locate the location of the hotels, also one can locate local discount offers, monitoring and tracking of people, local weather, sports and news and finally trafficking reports.

Using personal computers one can Skype and have a live conversation which is equal to face to face and book a room or buy tickets. Speed and accessibility have led to faster research and development for hotels since sharing information and receiving feedback on product or services is made easier.

The studies noticed that the survey that was conducted proved that

telecommunications and mobile devices allows hotel to have unique level of connectivity between guests. Employees can download applications on their mobile devices that allow them to connect with others through social media. Particularly for the seasoned hotel traveler, how well one handles communications is another way to stand out in the marketplace by delivering an enhanced guest experience.

Recommendation

In conclusion the survey proved that it's a very significant shift in guest outlooks. It is recommended that Hotels develops and upgrade in telecommunications and mobile devices that make it prosper in marketing their services. This is like when telephone calls are charged very expensive. However, there are some hotel organizations that are still enjoying those revenues, but the vast majority of guests say they expect wireless internet to be involved in the room rate just like they expect clean sheets. The increased number of social networks for example Facebook makes it easier for the communication and advertising of the services offered by the hotels. The increasing number of guests will depend on how effective and active the hotel is towards the social media.

Despite the social media being used as an attracting feature to the hotel industry to advertise their services; it is also used to entertain the guest by keeping them busy all along while spending time at the hotels for instance during the lonely nights. Therefore the social media functions as a multifunctional agent to both the guests and the hotel management. For a positive change to be effective to any business management for example the hotel management, telecommunication must be employed to boost its

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Conclusion

In conclusion, hotels are attracting the guest to use the hotel's telecommunication services since they are unable to compete on price with devices entering in the hotel with the guests. Therefore the social media functions as a multifunctional agent to both the guests and the hotel management. For a positive change to be effective to any business management for example the hotel management, telecommunication must be employed to boost its performance in simple term communication is the root source any business marketing plan and hence its' success.

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