

Guest speaker paper

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



MARKETING IN HOSPITALITY INDUSTRY The speaker explores the existing marketing strategies in the hospitality industry. The general argument seeks to reconcile the growing dynamism in hospitality industry as far as customer demands are concerned. Market is emphasized by the speaker as critical to gaining competitive advantage among other firms. Hospitality industry is seen as a major foreign income earner but subject to stiff competition that calls for sound marketing strategies. The quality of service delivery must be blended by strong human resource management that would boost the competitiveness of any given hospitality firm. The presentation seems to cover the fundamental aspects of marketing and their relevance in the hospitality industry. Incorporation of the modern advancement in information technology is highlighted by the guest speaker as instrumental in determining the success of hospitality industry. Marketing must therefore include comprehensive consumer feedback systems. This would help the hospitality company to make necessary adjustments and fill the demand gap which will go a long way in boosting the image of the firm. The speaker focusses on the need to adopt new hospitality and travel marketing management practices in order to remain relevant in the market (Nykiel, 2012). Positioning is pointed out as a critical tool in enhancing the positive outcome in any marketing endeavors. This would be achieved through in-depth analysis of market trend and emerging consumer behavior. Market segmentation and 8Ps are explored by the speaker as they are considered core in boosting the overall set goals. Embracing diverse cultural background of the hospitality consumer community is a strong variable when it comes to attaining customer satisfaction. The presentation has exhausted

the expected marketing plan strategies and its impact in determining the success of an existing company or potential entrant.

The speaker's contribution in hospitality marketing offers an insight into the underlying concepts in organization success. Management practices and flexibility to emerging changes remains key in achieving short and long term goals. It is worth to note that intensifying competition in the hospitality industry calls for sound marketing plan. The plan must accommodate changes as market trend evaluation takes course. Hospitality and travel industry has experienced significant changes due to the influence of globalization (Nykiel, 2012). In essence, I believe the speaker's ideas would be helpful in understanding the marketing management transition that characterizes the current hospitality market. My desire to become an outstanding marketing manager in hospitality industry has been given a boost by the speaker's well founded ideas. Emphasis on creativity and innovation will offer a competitive advantage when applied by management. The lesson offered by the speaker reignites my interest and motivation towards pursuing marketing management in the ever expanding tourism and hospitality industry. I believe that planning offers the ground on which achievement of company goals are pursued. My viewpoint on hospitality industry has changed with the presentation opening up my mind when it comes to customer feedback. This is a lesson I hope to utilize in my future endeavors in the industry at management level. Future prospects of increased market size are evidently dependent on increased online marketing which will boost my performance in real life hospitality marketing management practices.

Reference

Nykiel, R. A. (2012). Marketing in the Hospitality Industry (AHLEI). Prentice Hall PTR.