"Marketing Trends and Strategies at Cymbal Hotel Towards Customers Experience and Engagement"

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Abstract

We are proposing a tool to understand the marketing trends and the strategies that takes place in a hotel management industry. Hospitality affects customer satisfaction levels. The better the quality of services, the more satisfied the customer feels.Hospitality Industry has grown vastly in the last few decades with more private players entering this sector indicating the ever-increasing scope for the diverse hospitality services and the employment of different professionals & personnel. Since the employment prospects are varied and extensive, there is rapid career- growth with abundant money and freedom, in almost every kind of hospitality service.Good hospitality management can also affect a country's image as it tells the quality of the service of a country. Hospitality Industry captures major tourists and business markets by ensuring that the tourists get physically energised, mentally rejuvenated, culturally enriched, spiritually elevated, and ultimately feel it from within. When a company is looking for a place to relocate or to grow its business, many variables are considered. One such is VC; variable is the quality of life. Quality of life is measured primarily by three factors: housing cost, education quality, and cultural amenities. The hospitality industry underpins those cultural amenities that other businesses find attractive. The hospitality industry plays a significant, supporting role in these business dealings. Companies in the industry help enable others to do business hence fuels economic growth.

Keywords: - Diversity, Trends, VC, Economic, Growth

1. Introduction

Hospitality Industry has grown vastly in the last few decades with more private players entering this sector indicating the ever-increasing scope for the diverse hospitality services and the employment of different professionals & personnel. Since the employment prospects are varied and extensive, there is rapid career- growth with abundant money and freedom, in almost every kind of hospitality service. The mission of the Hotel CYMBAL is to put hospitality services on the highest level to satisfy the demands and expectations of guests. The aim is to make the Hotel Cymbal a place for encounters, business success, pleasant meetings and gala ceremonies and the ideology of is to continue to apply and set the highest standards of service quality and in that way justify and uphold the reputation that they have among the guests, partners, competitors and the wider community. They use

and constantly introduce environmentally friendly technologies and processes to remain in balance with nature and meet the needs of contemporary society. Tradition is a testament to their success but in the future, they also want to embrace the changes that modern time brings and become more attractive in the market and more interesting to the guests and partners. The ideology of is to continue to apply and set the highest standards of service quality and in that way justify and uphold the reputation that we have among the guests, partners, competitors and the wider community. We have used and constantly introduce environmentally friendly technologies and processes in order to remain in balance with nature and meet the needs of contemporary society. Tradition is a testament to their success but in the future, they also want to embrace the changes that modern time brings and become more attractive in the market and more interesting to the guests and partners.Hotel CYMBAL focuses on improving the volume and structure of hospitality services, thereby satisfying the wishes and expectations of all parties: guests, business partners, travel agencies, NGO, government and sports institutions, employees, owners and suppliers.

The guest who returns, the employee who progresses, the capital that is growing!

• **Literature Survey**

Nearly every facet of the hospitality sector was addressed by COVID-19, including marketing. Some conventional marketing and advertising strategies continue to show promise. To combat the epidemic, numerous innovative tools and best practices have been created, and they have proven to be quite effective. The time is now for hotel owners, operators, and marketers to come up with unique strategies to differentiate themselves from the competition and offer more value to their visitors. The first step to becoming successful in the hotel industry (or really any sector) is to comprehend the wants of the clientele. Before they start any marketing initiatives, they should be fully aware of the type of visitor you hope to attract. They what drives their guest or potential consumers to choose your business above others is a good place to start. How does the guest get in touch with them? How can just get to know your visitors better and establish a stronger rapport? They may better identify the types of visitors they wish to draw in and how to promote to them by using guest persona research. Hotels can better serve their customers and adjust their marketing strategies if they have a thorough awareness of their demands and demographic preferences. The goal of hotel marketing should always be to think of novel methods to provide guests with experiences that are exclusive to that property. Look for entertaining and original ways to make their visitors feel especially special, from grand gestures to small things.

• **Objectives**

People use hotel and motel booking sites, travel review websites, Google, Bing and Yahoo searches and other online means to research and book trips. Being found online is one of the key objectives of tourism-related businesses. As a result, digital marketing employees are key to the success of any hotel, resort, theme park, museum or other tourist destination. To appear higher in Google searches, tourist businesses need to pursue search engine optimization strategies, create social media channels and campaigns, and keep track of and try to protect their online reputations (including dealing with negative reviews). In addition, hotels, motels and other lodging businesses must try to get on as many online booking sites as possible, such as Expedia, Trivago, Priceline and Hotwire.

Service Differentiation- The HOTEL CYMBAL has identified around 155 touch points in customer service from the moment a customer enters their property till the time they leave from there where there is a face-to-face interaction. The hotel has ensured that in each of these points there is a clear service difference.

Awareness- Marketers make sure information on hotels, resorts and restaurants is easy to find and up to date.

This can be done by-

- buying ad space on relevant travel sites
- creating an engaging website
- collaborating with other, noncompeting hospitality services in the same market

- **PROMOTION**

Another smart objective adopted by the hotel industry for attracting customers is to run promotions during certain times of the year, usually when business is slower by-Introducing incentives and offering incentives are just some of the ways

For example

Have you purchased the best deal we are offering to the group for a spa weekend? That's promotion at work.

## Research Methodology

Collection of Data-

Primary Data Collection like Employees

There are various departments under the hotel industry through which primary data has been collected, few of them are as follows: -

FRONT OFFICE DEPARTMENT
HOUSE KEEPING DEPARTMENT
FOOD AND BEVERAGE SERVICE DEPARTMENT
KITCHEN OR FOOD PRODUCTION DEPARTMENT
MAINTENANCE DEPARTMENT
ACCOUNTS DEPARTMENT
SECURITY DEPARTMENT
HUMAN RESOURCE DEPARTMENT
SALES AND MARKETING DEPARTMENT
PURCHASE DEPARTMENT
INFORMATION TECHNOLOGY

2. Secondary sources of data collection

- Journals
- Public library
- Government data
- Newspaper
- Research Paper
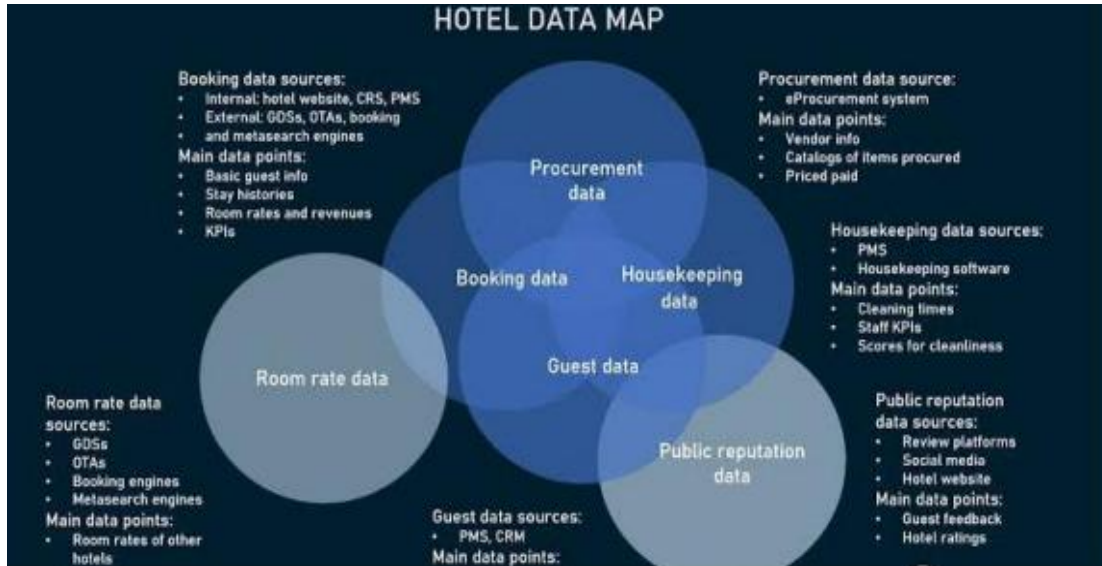
Personal Interviews: The researcher conducted personal interviews with employees and Human Resource managers of reputed hotel brands to get an insight on the problem under study.

Questionnaire: A questionnaire bearing straight forward and relevant questions was drafted and handed over to the sample to obtain their responses.

Sampling Techniques-

The population being "employees of hotels" is more of less homogeneous in nature since the characteristics and service conditions of the hotel industry are almost similar in nature throughout the population. With due consideration to this fact, a sample comprising of 365 employees representing various hotels from five star to serviced apartments was selected on random basis to conduct the study. The said sample was collected from Pune, Hyderabad & Bangalore cities due to the similarity of the nature of hotel industry in these cities. Apart from the above-mentioned tools the relevant secondary data for the research was collected from journals, books & internet. Discussions and Findings Discussions Challenges faced by the hotel industry in measuring employee productivity: Hospitality industry is a part of service industry and is characterized by certain features that create challenges in designing and implementation of employee productivity management system. These features or characteristics needs to be studied in detail for the effective development of a productivity management system

Methodology adopted-

to measure employee productivity in Hotels. In to track the productivity of its employees, hotels have adopted various methods of measuring the employee productivity. However, the suitability and effectiveness of these methods needs to be tested.

The following are the widely used methods to measure employee productivity by hotels

1. Basis of Revenue generation:

a. Total revenue generated per employee.

b. Total food revenue generated per Food production staff.

c. Total food & beverage revenue generated per Food & Beverage service staff.

d. Total room revenue generated per Front Office / Sales & Mktg. staff.

ii. Basis of Time frame:

a. Average number of covers served per worked hours. (Food Production & F & B Service staff)

b. Average number of check-ins / check-outs handled per worked hours (Front office staff)

c. Average number of rooms serviced per worked hours (Housekeeping staff)

iii. Basis of guest satisfaction:

. Average number of guest satisfaction points generated per department.

b. Number of guest praises / positive feedback received per department

c. Number of guest complaints / negative feedback received per department.

An Analysis of the Methodology Adopted by Hotel Industry for Measuring Employee Productivity-
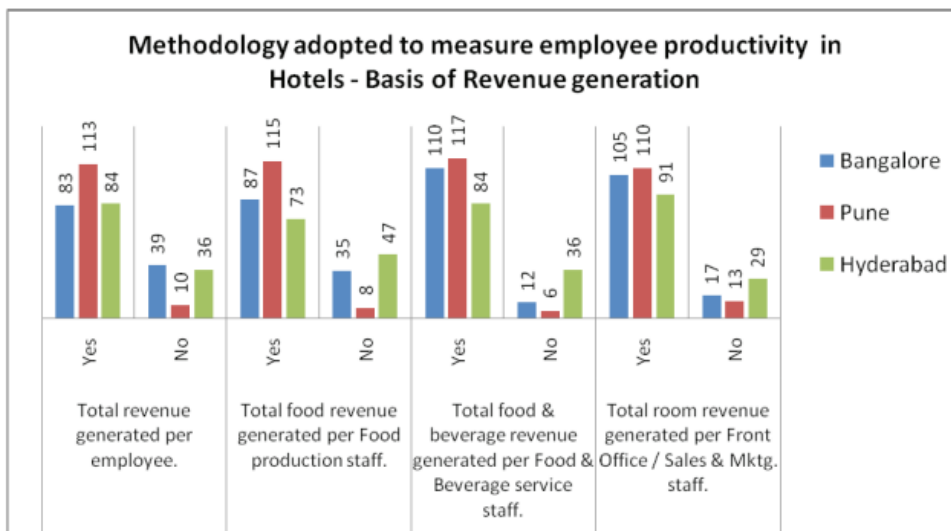
TECHNIQUE OF THE ANALYSIS-

Few of the techniques used in hotel management industry are as follows: -

1. Descriptive analytics
2. Diagnostic analytics
3. Predictive analytics
4. Prescriptive analytics
5. Real-time analytics

6. Sentiment analysis In the hospitality industry, data analytics finds application in numerous areas, providing actionable insights and empowering businesses to make more informed decisions.

Here are some of the best use cases:
1. Personalization
2. Dynamic pricing
3. Predictive maintenance
4. Demand forecasting
5. Customer feedback analysis
6. Competitor analysis
7. Targeted marketing

Suggestions and Recommendations-

1. Hiring and retaining the staff
Solution-
Training the new workforce on a regular basis is the only remedy available. Retaining a qualified staff requires you to employ a few tactics.
For example,
Cultivating a feeling of belongingness (culture) and value for the team members will make them attached with their jobs and instil a sense of responsibility in their minds.

2. Change in marketing trends and dynamics
Solution-
Engaging guests on social media, messaging apps and other online sources can work wonders and give you results in a few months. Implementing effective digital marketing strategies is a strong solution to such issues in the hospitality industry.
Be consistent and patient with whatever tactics you apply.

3. Rising cost of daily consumables
Solution:
A visible solution to this would be to keep a constant check on the inventory, control on stock and reduce the wastage as much as possible. Consider implementing useful cost saving strategies at the property, which would help hotel cymbal manage the rising costs.

4. Change in guest expectations
Solution:

So, contactless hotel services can be provided with the right technology. Consider deploying a self-service guest portal which will facilitate quick check-in check-out services, share location to your property, and even let guests request for pick-up and drop-off services.

Hotel cymbal should keep themselves updated with the latest hotel industry trends.Doing that will help in meeting the changing guest expectations in a better way.

Conclusion

Understanding and application of an effective guest cycle in any hotel is very important in that it ensures that customers are attended to in all aspects of their experience as guests in and out of the hotel. The cycle begins with pre-arrival, the actual arrival, occupation and finally departure with different employees attending to every aspect of service delivery. Different workers have different roles to play as individuals and most importantly they should always work as a team. Hotel management should be carried out with a lot of sensitivity as what draws customers back to a hotel is the experience that they encounter.

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