

# Marketing strategies for hospitality industry on example of the hotel "Semarah Metropole"

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## Abstract

Nowadays hospitality industry is one of the most effective and fastest growing industries in the world. There are many hospitality related enterprises in Latvia and in Riga, therefore competition is quite high. In order to stay successful and profitable companies are using different approaches to attract customers. In the 21<sup>st</sup> century technologies take an important place in our lives and especially social media networks lately became extremely popular, therefore Social Media Marketing, like also other marketing strategies are very useful for business promotion. This work shows an importance of usage of marketing strategies in hospitality industry as the way of profit maximization

*Keywords:* hospitality industry, marketing strategies, social media, business

## 1 Introduction

The hospitality industry is the world's fastest growing sector, with a tremendous impact on local, national and global economies. Moreover, it is major service sector in the world economy. The industry encompasses an extensive variety of service industries that include food service, tourism and hotels.

One of the most defining aspects of this industry is that it focuses on customer satisfaction. While this is true of nearly every business, this industry relies entirely on customers' being happy. This is because these businesses are based on providing luxury services. Very few hospitality businesses provide a basic service that people need, like food or clothing.

Also it is a part of the larger service-providing industry and is divided into two sectors: food and accommodation services and arts and entertainment. The hotel and restaurant industries are included within the food and accommodation sector [1].

Success of a business always starts from a good marketing. When the enterprise is firstly opened it has to attract customers. First of all, people must find out about the company, because it's new and nobody knows it, on this step marketing appears. Marketing strategy is an organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

The aim of thesis is to develop Marketing strategies which will lead to recognition of the hotel "SemaraH Metropole" and as a result it will lead to profit maximization.

The object of work Management of the entrepreneurial activity on example of hotel "SemaraH Metropole". While the subject is Implementation of marketing strategies in the hotel "SemaraH Metropole". To achieve the aim of work which is: "To develop Marketing strategies which will lead

to recognition of the hotel "SemaraH Metropole" and as a result it will lead to profit maximization." following tasks were determined:

- The analysis of theoretical materials and trends in hospitality industry.
- The analysis of the hotel and its environment.
- The development of marketing strategies.

## 2 Overview

Regarding to the available statistics of Central Statistical Bureau in Latvia, the number of hotels in Latvia is growing every year.

TABLE 1 Number of hotels and other accommodation establishments (created by author)

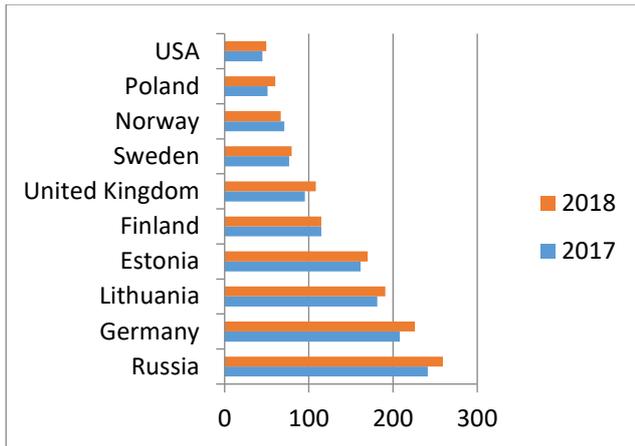
Year	2014	2015	2016
Total	544	563	607
Hotel and similar establishments	238	306	316
Guesthouses and other short-stay accommodation	289	242	275
Camping grounds, recreational vehicle parks and trailer parks	17	15	16

Table 1 shows, that total amount of hotels in Latvia is growing every year by approx. ~10%. The other type of accommodation is also increasing in number [3].

## 3 Decision

According to the Table 2 it is visual that not only number of hotels is growing, but also number of tourists in Latvia has grown comparing to the last year. It means that the more people are visiting Latvia the wider audience there is whom to offer our services to. Following this fact it becomes obvious to create a plan of marketing strategies to attract even more customers to the enterprise [2].

TABLE 2 Latvian tourists statistics (created by author)



In order to draw more attention to the hospitality

enterprise and to attract customers marketing plan has to be created. It will include following marketing strategies:

- Social Media Marketing (SMM)
- Search engine optimization (SEO)
- Creation of loyalty programmes
- Advertizing in social sources

#### 4 Conclusion

In order to stay competitive in the hospitality market it is very important to make marketing plan and use marketing strategies. All of them are helping to gain popularity and to become recognizable among society, as among locals as among foreign population. It will help to stay competitive in the hotel market of Latvia. Moreover, in future it will lead to profit maximization and most likely to success.

After calculating all costs and possible profit it is possible to start realization of the marketing plan.

#### References

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