

Marketing Policies as Enablers to a Healthy Hospitality Industry

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ABSTRACT

Hotels play a crucial role in the hospitality industry, serving as the cornerstone of travel and tourism worldwide. They provide accommodations, dining, and a variety of other services to travelers, ranging from business professionals and leisure tourists to long-term residents and event attendees. The concept of a hotel, as we know it today, has evolved significantly from its early origins, with modern hotels offering a broad spectrum of experiences tailored to meet the diverse needs and preferences of guests. The main purpose of this research is to compare best brands of hotels for understanding market positioning, customer preferences, and competitive advantages. As per the researcher this study will enable the customers or the stake holders of this industry to analyse the differences which occur in this industry. Like new trends, exceptional services to customers, improve their performance and effectively target the audience and create customer loyalty.

Keywords: Hospitality Industry- Hotel, Brand Comparison, Hyatt, Taj, J W Marriot

INTRODUCTION

At their core, hotels are categorized by their service level, size, location, and target market. From budget-friendly inns and motels catering to cost-conscious travellers to luxury five-star establishments offering premium services and amenities, the hotel industry caters to all economic segments.

Business hotels, for instance, are strategically located in city centres or near convention hubs, providing facilities like conference rooms, high-speed internet, and business centres. Conversely, resort hotels are often located in scenic or secluded areas, offering leisure activities, spas, and all-inclusive packages to attract vacationers.

Furthermore, sustainability has emerged as a key focus area for hotels in recent years. Many hotels are adopting eco-friendly practices, such as energy-efficient infrastructure, waste reduction programs, and locally sourced materials, to appeal to the growing number of environmentally conscious travellers.

The reason behind the success of hotel industry encompasses not only maintaining high standards in guest services but also managing costs, optimizing room occupancy rates, and leveraging technology for operations and customer engagement.

OBJECTIVES OF STUDY

Following are the objectives that a researcher focusses on:

- To analyse and evaluate the performance of 3 brands of hotel viz: Hyatt, Taj and J W Marriot.
- To classify the challenges and hindrances of 3 brands of hotel viz: Hyatt, Taj and J W Marriot.

SIGNIFICANCE OF THE STUDY

The study is totally based on secondary data which allows the learners to learn the management of hotel industry and the further improvements which can be accessed for further consumer satisfaction. It will also help the target audience to understand the recent trends of hotel industry and further what more developments can be pursued and implemented to derive a better hospitality towards customers. This will also help the hotel industry to identify their business opportunities and take advantage of it.

METHODOLOGY

The method used for this research work is of explanatory research, designed at studying the hotel industry with deep concentration and comparison of the three best brands of hotel, their success and contribution towards the world economy. Hence, the collection of secondary data for this specific research work is literature, books, journals, and websites.

LITERATURE REVIEW

Comparing the three popular brands in hotel industry.

1. Hyatt Hotels Corporation

Hyatt offers various brands in India, including Grand Hyatt, Hyatt Regency, and Andaz, focusing on providing unique experiences and upscale accommodations. Hyatt Hotels Corporation activates in varied areas of operations ranging from different groups of hospitality like luxurious facilities to economy style too.

Grand Hyatt provides grand-scale luxury with an emphasis on dramatic architecture and landmark locations. These hotels offer wide array of amenities, including world-class dining and expansive meeting facilities, focuses on creating dynamic spaces and thoughtful amenities for business and leisure travellers. Hyatt also provides the facility of providing meetings, conferences, and leisure too.

World of Hyatt Loyalty Program offers members exclusive benefits, including room upgrades, special offers, and rewards points redeemable for stays at Hyatt.

properties worldwide. Hyatt continues to expand its global footprint through strategic acquisitions and brand development, focusing on key markets in Asia, Europe, and the Americas.

Hyatt Hotels Corporation is a global leader in the hospitality industry, known for its commitment to luxury, innovation, and guest satisfaction. From luxury resorts to urban hotels, Hyatt's dedication to quality and service excellence makes it a preferred choice for travellers worldwide

2. Taj Hotels, Resorts and Palaces

Taj Hotels is one of India's most prestigious and iconic hotel chains, offering luxury and heritage properties. They are known for their excellent service and unique experiences, from palatial hotels to beach resorts.

The brand combines Indian hospitality with world-class service. The chain includes a variety of hotels, ranging from opulent palaces and grand city hotels to serene beach resorts and exotic jungle lodges. Taj properties often offer unique cultural experiences, including traditional Indian wellness treatments, culinary tours, and local art showcases.

Taj Hotels focuses on sustainable practices, including water and energy conservation, waste management, and community engagement. The brand's philosophy, emphasizing warmth, a sense of belonging, and personalized service, ensuring guests have memorable experiences. Taj Hotels has received numerous awards for excellence in hospitality, including recognition from global travel publications and industry bodies. Taj Hotels has expanded beyond India, with properties in key international destinations, including the USA, UK, Maldives, Sri Lanka, Bhutan, and the Middle East.

Taj Hotels, Resorts and Palaces continues to set benchmarks in the hospitality industry, blending tradition with modernity and offering guests unparalleled experiences.

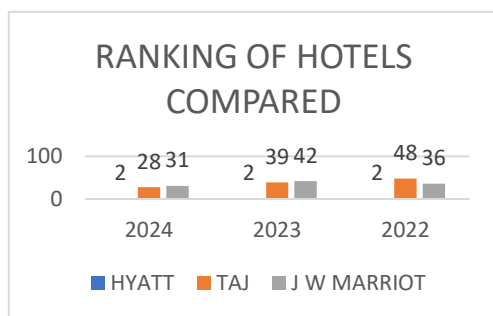
3.JW Marriott

JW Marriott is an extravagance brand under Marriott International established in the year 1984. It pays attention on cultured, elegant design, extravagant facilities and comforts. It is also branded for its upgraded contributions and provisions of providing excellent services which attracts wealthy travellers for their quest of distinguishing experiences.

J W Marriot is not only popular with their affluent customers but also famous with the employees' seeking jobs in this industry. Globally a very well-known brand in hotel industry, J W Marriot is distinguished for its assurance of providing an exclusive and remarkable experience in the hospitality industry.

Basic parameters on which the study compares all the three brands to get a perfect picture of their ratings, rankings and popularity throughout the world with the customers in the hospitality industry.

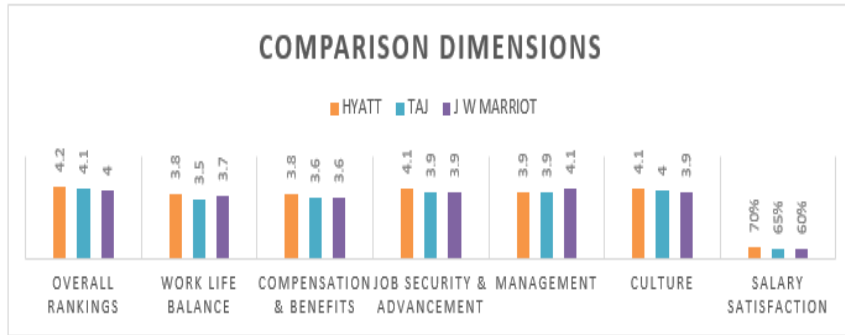
1.Ranking of the three hotels compared in last three years⁵



HOTELS	2024	2023	2022
HYATT	2	2	2
TAJ	28	39	48
JW MARRIOTT	31	42	36

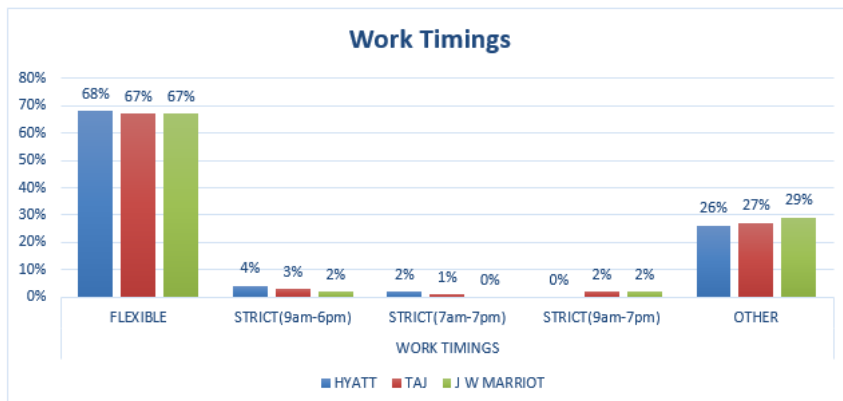
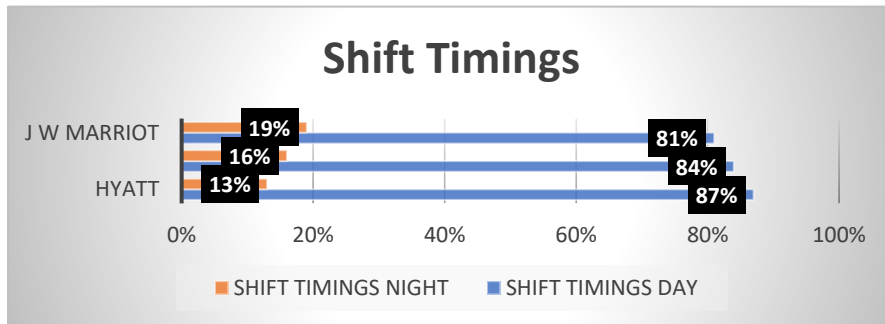
2. Different dimensions of comparisons⁵

HOTEL	OVERALL RANKINGS	WORK LIFE BALANCE	COMPENSATION & BENEFITS	JOB SECURITY & ADVANCEMENT	MANAGEMENT	CULTURE	SALARY SATISFACTION
HYATT	4.2	3.8	3.8	4.1	3.9	4.1	70%
TAJ	4.1	3.5	3.6	3.9	3.9	4	65%
J W MARRIOT	4	3.7	3.6	3.9	4.1	3.9	60%



3. Working and shifts timings for the employees of the hotel industry⁵

HOTEL	WORK TIMINGS					SHIFT TIMINGS	
	FLEXIBLE	STRICT(9am-6pm)	STRICT(7am-7pm)	STRICT(9am-7pm)	OTHER	DAY	NIGHT
HYATT	68%	4%	2%	0%	26%	87%	13%
TAJ	67%	3%	1%	2%	27%	84%	16%
J W MARRIOT	67%	2%	0%	2%	29%	81%	19%



FINDINGS

Marketing mix adopted by the selected three brands

Brand Name: Hyatt Hotels Corporation

1. Product Hyatt believes in offering authentic services to every customer failing the needs of their guests. Other services like Spacious rooms, banquet halls, gardens, restaurants and wide range of cuisine is offered.
2. Price: It operates in luxury segment and adopts a premium pricing strategy. They also offer discounts on group bookings or extended stays. Price starts from F9072 and goes as high as 2,92,000 as per facilities.
3. Place: Present in 56 countries prominent ones being Atlanta, Boston. Chicago, Hong Kong, Manila, Mumbai, Tokyo etc. It establishes properties in major cities, business hubs, tourist destinations and emerging markets worldwide catering to business and leisure travellers.
4. Promotion: Hyatt uses mass media channels to ensure customers are aware of their hospitality service. It relies on word-of-mouth publicity. Hyatt rewards loyalty to regular clients by their signature membership card known as Hyatt Gold Passport.

Brand Name: Taj Hotels

1. Product: Taj hotels offer luxury accommodation with focus on personalized service and premium amenities. It features fine dining restaurants, spas and offers guests a memorable experience.
2. Price: Positioned in the luxury segment, rates are expensive and vary depending on the suite selected and the additional features that are opted for Price ranges from T20,000 to as high as 98,000. Taj Hotels targets high end customers and follows the strategy of premium pricing.
3. Place: Taj hotels has more than 200+ hotels with headquarters in Mumbai, Maharashtra. In various countries like India, Sri Lanka, USA, Maldives, Zambia, UK, South Africa and also UAE.
4. Promotion: Employs variety of promotional strategies such as luxury travel magazines, word to mouth publicity, digital marketing, partnership with luxury brands and offers exclusive loyalty programs to its members.

Brand Name: J W Marriot

1. Product: J W Marriot offers luxurious accommodations, exceptional services. It offers range of experiences from city hotels to tranquil resorts and features gourmet dining, spa services etc.
2. Price: Rates are bit expensive as it comes in the luxury segment. Prices vary depending on the location, suit and the various additional facilities that are opted for. Price range is from 17,550 to as high as 1,04,000. It employs premium pricing strategy and targets high end customers.
3. Place: The J W Marriot has multiple locations in India as well as other foreign countries with its headquarters in Bethesda, USA. As of 2024, J W Marriot is globally situated across South America, Asia, Middle East etc.
4. Promotion: Launches Campaigns for better visibility via magazines, tour and travel operators and social media platforms including Facebook, Twitter, Instagram, YouTube and its official website. Their publicity also largely depends upon word-of-mouth promotion.

REASONS WHY THE BRANDS SUCCEEDED

1. Taj Hotels, Resorts and Palaces

Taj Hotels, part of the Tata Group, has a rich history and heritage, which has built strong brand loyalty and trust among its customers. Taj Hotels was one of the first Indian hotel brands to introduce luxury hospitality standards that those of Western hotels. The brand's consistent delivery of quality experiences has earned it a loyal customer base and widespread recognition. The brand is known for its exceptional service standards, personalized guest experiences and offers a diverse range of resorts to business hotels properties, from luxury palaces and boutique properties, catering to different segments of the market.

Taj Hotels, Resorts, and Palaces has achieved success by combining its rich heritage with a commitment to luxury, Innovation, and sustainability, its strong brand identity, exceptional service, iconic properties, and focus on cultural experiences have made it a preferred choice for discerning travelers worldwide.

2. J W Marriot

J W Marriot are renowned for their exceptional service, with staff trained to provide highly personalized and attentive care. This includes anticipating guest needs and delivering bespoke experiences. The hotels often reflect the local culture and heritage, providing guests with authentic experiences that connect them to the destination.

The success of J W Marriot is driven by a combination of exceptional service, luxurious and unique properties, a focus on heritage and culture, innovative and customized experiences. These factors collectively contribute to its reputation as a leading luxury hospitality brand.

3. Hyatt Hotels Corporation

Hyatt hotels are strategically located in key business districts, major cities, and popular tourist destinations. This ensures high visibility and accessibility for both business and leisure travelers.

Hyatt Hotels Corporation's success is driven by its diverse brand portfolio, exceptional service, innovative offerings, and strong loyalty program. By consistently delivering high-quality experiences and maintaining a guest-centric approach, Hyatt continues to thrive and expand its presence worldwide.

CONCLUSION

Hyatt, Taj and J W Marriot: Strategies for Greater Success

1. Expand Digital Presence and Personalization:

Recommendation: increase investment in digital platforms to offer personalized experiences. Implement AI-driven customer insights to tailor marketing and in-stay services. As luxury hospitality brands, these hotels can enhance customer loyalty by anticipating guest preferences and offering personalized services, from customized room amenities to exclusive offers.

2. Sustainability Initiatives:

Recommendation: Focus on sustainability by adopting eco-friendly practices, such as renewable energy, waste reduction, and water conservation, and promoting these efforts in

marketing campaigns. Modern travellers are increasingly eco-conscious. By positioning themselves as leaders in sustainable luxury, these hotels can attract a growing segment of environmentally-minded guests.

3. Leverage Strategic Partnerships:

Recommendation: Form partnerships with leading lifestyle, fashion, and culinary brands to offer unique experiences, such as exclusive pop-up restaurants or in-hotel boutique shops. Partnerships can differentiate the brand and attract customers who seek unique, high-end experiences that combine luxury accommodation with cultural and lifestyle elements.

4. Enhance Loyalty Programs:

Recommendation: Upgrade loyalty programs to provide more meaningful rewards and exclusive benefits, including partnerships with airlines, credit card companies, and luxury retail brands. Enhanced loyalty programs can drive repeat business and customer retention by offering more tangible and desirable benefits.

5. Global Expansion and Market Diversification:

Recommendation: Expand into emerging markets, particularly in Asia and Africa, where there is growing demand for luxury hospitality. Diversifying geographically will reduce dependency on mature markets and open new revenue streams.

RECOMMENDATIONS

1. Brand Differentiation and Positioning:

Recommendation: Clearly define and communicate each brand's unique value proposition, whether it's luxury, affordability, or a distinctive cultural experience. Many hotels struggle due to a lack of clear identity. By carving out a niche, they can attract specific target demographics more effectively.

2. Invest in Renovation and Modernization:

Recommendation: Undertake extensive renovations and modernize facilities to meet current customer expectations, especially in terms of technology, comfort, and design. Outdated properties fail to attract repeat customers. Up-to-date amenities and modern aesthetics are essential for staying competitive.

3. Focus on Marketing and Brand Awareness:

Recommendation: Increase investment in marketing campaigns, particularly digital marketing, to boost brand awareness and attract new customers. Effective marketing is crucial for drawing attention to the brand, especially in competitive markets where these hotels need to regain or build market share.

4. Strategic Partnerships and Alliances:

Recommendation: Form alliances with travel agencies, online travel platforms, and other hotel chains to increase visibility and distribution channels. Strategic partnerships can enhance distribution and sales channels, helping these hotels reach a wider audience and increase occupancy rates.

5. Re-evaluate and Streamline operations:

Recommendation: Conduct a thorough review of operations to identify inefficiencies, and implement cost-saving measures without compromising service quality. Streamlined operations can reduce costs and improve profitability, making these hotels more competitive.

By adopting these strategies, both successful and struggling hotel chains can enhance their market position, attract new customers, and ensure long-term profitability.

In summary, Hyatt excels in personalized service, Taj highlights cultural authenticity, and JW Marriott emphasizes luxury and sophistication. They continue to evolve, adapting to changing consumer preferences and market trends while striving to offer comfort, convenience, and memorable experiences to their guests. Whether through luxury, affordability, or unique experiences, hotels remain central to the travel experience, providing a home away from home for millions of travellers around the world.

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