

The Role of Marketing Strategies in Hotels Booking Applied study In Amman five Stars Hotel

Dr. Sameer M. Al-Jabaly

Business Faculty - Middle East University – Jordan

ABSTRACT

This research aims to investigate the role of Marketing Strategies in Hotels Booking in Jordanian five stars hotels. That's where the population of the study includes all levels of managers that works on Jordanian five stars hotels in Amman and its count 14 hotel, (140) questionnaires distributed as a sample of the study, only (112) questionnaires returned, where they respond rate (80 %) from the total distributed questionnaires. The researcher used the descriptive study method; the data collected from the responses of the questionnaires were analyzed through Statistical Package for Social Sciences (SPSS).The study explored a number of important and significant results summarizing as follows: 1. The five-stars hotels must be applying various marketing strategies and choice the best one of these strategy that fit with their resources and environment 2. also they need to make a continuous training courses for the decision makers that shows the importance and benefits of understanding the marketing strategies and its effects on choosing the right marketing mix elements to deal with various crises in order to increase the volume of booking

Keywords: Marketing Strategies, Hotel booking, five stars hotel.

INTRODUCTION

Over days the world is experiencing economic and political changes dramatically as these changing affected all sectors particularly tourism sector Where it is necessary to pay attention to this sector by the owners and from stakeholders since this sector help to increase the return on investment with high rates, also it is known that the GDP of services constitutes 80% of gross general GDP , so the services providers must be attention more and more in order to save their investment . It is also known that the tourist sector in any country is the one of most important sectors that need attention and given utmost importance and work to develop and improve its performance hotels and resorts assumed responsibility for developing this sector , specially these sectors need to have a competitive advantages and to keep the reputation and image to the community and individuals to satisfy visitors by providing high level hotel services astray crises surrounding environment. Many studies such as (Kateeb, 2014) recommend to attention in the tourism sector because It play an important role in improving GDP, also many studies such as (Mousavi, 2012) prove that its importance to Adopt a several marketing strategy for continuity. in this research we are trying to answer the main question that summarized Is there effect of marketing strategies (Low cost strategy, Differentiation strategy, and focus strategy) on hotels booking?

RESEARCH BACKGROUND AND PREVIOUS STUDIES

Marketing Strategies

Marketing strategies are strategies which build defenses against competitive forces faced by competitors, that mean the hotel management creating a competitive strategy with measurable objectives to achieve continuous competitive advantage outweighs the strategies used by Competitors (Porter, 1980). there is three main marketing strategies first one Low Cost

Strategy that organizations or business units in order to achieve a lower cost in their products or services to market, thus achieving a competitive advantage at the level of the industry as a whole, or of a particular sector of the market so that prices for sale less than sale competitors prices, The most important conditions that must be met to achieve cost strategy are flexible request for price and quantities and Using cheap raw materials doesn't affect on product quality. second strategy is Differentiation Strategy it is the capacity of the organization or business unit to provide high value to the consumer, or special product specifications, or after sales services. This distinction makes the Organization impose prices that it deems appropriate, develop customer loyalty to its brand. the last strategy is focus strategy in this strategy the organization seeks that follow this strategy to take advantage of a competitive advantage in the target market by offering products with lower prices than competitors because of the focus on cost reduction, or by offering distinctive products in terms of quality or specifications, or customer service.

Jordan Tourism sector

Marketing mix elements is to identify and use the principles of 4P's or 7P's to apply to the strategic position of a product in the market. The basic principle of the marketing mix was laid out in 1948 by James Colton who suggested that decisions be made in marketing based on the recipe. In 1953, Neil Borden, president of the American Association of Marketers, launched Marketing Mix on this recipe. In 1960, Jerome McCarthy put together the elements of this recipe, all of which begin with the letter P in English. The four elements at the time were called 4P's (2010Kotler). Tourism Marketing Mix: Is that administrative and technical activity done by tourist establishments within the country and abroad to identify prospective tourist markets and this definition the following elements, it is Administrative and technical process at one time and Multidirectional activity works inside and outside the State and it is Multi-targeting activity aims to sell tourism programs and profitability and growth. Tourism marketing goals include the permanent presence in global and regional tourist markets, attend local, regional and international exhibitions, make a conferencing in all its forms, and seminars highlighting tourism and its role and significance and to participation of airlines and travel agents, tourism, hotel and tourism institutions. Consider the contribution of tourism an important factor in the growth and stimulate the economy (tourism promotion agency, 2010) by 13% of GDP and 64% of total receipts payments services account and 26% of the total balance of payments current account receipts (this puts tourism in third in importance after the commodity exports and remittances from workers abroad).

The tourism sector provides about 42000 direct jobs, while the number of employees is estimated indirectly by about 130 000, which means more than 800, 000 residents of economic returns of tourism. also Tourist arrivals to the Kingdom witnessed increased exponentially during the past years, with overnight 4.55 million tourists in the year 2010, while the number of visitors per day 3.7 million. This has led to focus on quality tourists (especially from Europe) to increase the number of nights and increase the tourism income reached 2 billion and 423 million in the year 2010.

Types of tourism in Jordan: There are many types of tourism that can be exercised in Jordan which allows the sector to evolve dramatically and this diversity allows to attract more tourists and enumerate the following types of tourism in Jordan.

Type of tourism	Tourist sites
Cultural tourism	Historical and archaeological sites in Jordan: Petra and Jerash, um qais and Roman Amphitheater.
Religious tourism	Historical places religious shrines and particular areas of Karak and Maan Jordan Valley Authority
Sports tourism	Practicing tourists many types such as water skiing, swimming, fishing and hunting.
Medical tourism	There are many modern hospitals that include developed equipments. In addition to providing mineral natural springs that are used for the treatment of many diseases

Hotels in Jordan

The Jordanian hotels is the most important sectors supporting tourism in Jordan and is one of the most important sectors supporting national income and employment offers a large number of jobs in various fields as the following table shows the categories hotels in Jordan as a whole in terms of rank and number of employees and Jordanian and non-Jordanian staff and also this table show the number of beds and rooms and suites for each rank.

Classification	Suites	Rooms	Beds	Total	No. of employees/Jordanians		No. of employees/non-Jordanians	
					M	F	M	F
Five stars	592	7,980	13,609	9,537	8,159	591	523	264
Four stars	279	3,961	7,183	3,367	2,908	178	218	63
Three stars	251	3,682	7,205	1,978	1,491	134	292	61
Two stars	192	2,233	4,960	747	483	34	188	42
One Star	31	1,470	3,154	299	231	11	55	2
Total	1,345	19,326	36,111	15,928	13,272	948	1,276	432
Apartments class B	645	1,067	1,946	200	112	20	68	0
Apartments class C	1,765	2,711	5,361	422	232	35	147	8
Suites class A	90	151	252	1,459	1,404	37	10	8
Suites class B	358	518	942	217	175	9	33	0
Suites class C	560	796	1,652	187	146	15	26	0
Total	3,418	5,243	10,153	2,485	2,069	116	284	16
Hotels not classified	0	1,699	3,890	320	240	12	68	0
small hotel	0	51	113	41	41	0	0	0
Motel	1	11	18	2	1	0	1	0
Camping	0	852	1,836	145	97	5	43	0
Total	4,764	27,182	52,121	18,921	15,720	1,081	1,672	448

The following table shows the level and number of Amman five stars hotels these hotels run 4849 employees of both sexes from inside and outside Jordan, where we notice that the employment rate for employees is the biggest in Jordan.

Classification	No. of hotels	Suites	Rooms	Beds	Total	No. of employees/Jordanians		No. of employees/non-Jordanians	
						M	F	M	F
Five stars	14	416	3,950	6,366	4,849	4,244	389	150	66
Four stars	21	228	2,427	4,453	2,033	1,798	132	89	14
Three stars	33	231	2,237	4,173	1,368	1,120	90	135	23
Two stars	35	147	1,218	2,518	452	327	27	60	38
One Star	33	28	816	1,743	139	115	7	16	1
Total	136	1,050	10,648	19,253	8,841	7,604	645	450	142

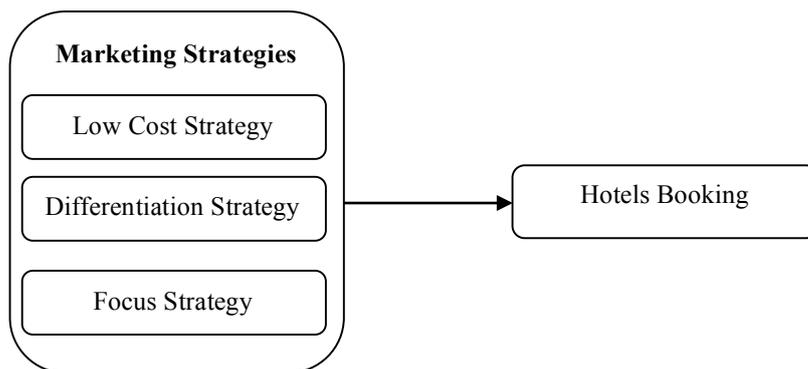
GENERATING HYPOTHESES

- H1:** Low cost Strategy will positively affect Hotels Booking.
- H2:** Differentiation Strategy will positively affect Hotels Booking.
- H3:** Focus Strategy will positively affect Hotels Booking.

RESEARCH MODEL

Figure 1 show The model that build based on previous studies that took the Marketing Strategies, Hotels Booking and related factors as building criteria.

Figure 1: Suggested Research Model



RESEARCH METHODOLOGY

Research Sample

The population of the study includes all levels of managers that works on Jordanian five stars hotels in Amman and its count 14 hotel . (140) questionnaires distributed as a sample of the study , 10 for each hotel , only (112) questionnaires returned, this make (80%) from the total distributed questionnaires.

Devolving Research Instrument Validity and Reliability

Cronbach’s alpha, was used to determine the internal consistency reliability of the elements comprising the four constructs as suggested by Gregory (2004). Reliability should be (0.70) or higher to indicate adequate convergence or internal consistency (Hair et al., 2006). These results are the acceptable levels as suggested by (Hair, et. al., 2006). The results were shown in Table (1).

Variables	Number of items	Cronbach's Alpha
Cost Strategy	5	81.6
Differentiation Strategy	5	83.4
Focus Strategy	5	86.0
Hotels Booking	5	82.3

Table (1) Cronbach's alpha

ANALYSIS AND FINDING

Demographic characteristics

Table (2) show the sample demographic in terms of responds' gender, education, and number of experience years.

Variable	Frequency	Percentage %
Gender		
Male	82	75.2
Female	27	24.7
Education		
Diploma or less	29	26.6
Bachelors'	65	59.6
Graduate studies	15	13.7
Number of experience years.		
Less than five years.	30	27.5
5 – less than 10 years.	37	33.9
10-15 years.	28	25.6
15 years – and more.	14	13.0

Table (2) respondents demographics

Hypothesis Testing

The researcher in this part tested the hypotheses, through Multiple and simple Linear Regression analyses with (F) test using ANOVA table and path analysis as follows:

H1: Low Cost Strategy will positively affect Hotels Booking.

R	R ²	Adjusted R ²	Std. Error of the estimate	F	Sig	H1 Result
0.743	0.552	0.515	0.7954	17.305	0.000	Supported
Coefficient						
Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity statistic	
B	Std Error	Beta			Tolerance	VIF
3.158	0.148	0.415	15.68	0.00	0.524	1.908
0.354	0.025		8.25	0.000		

H2: Differentiation Strategy will positively affect Hotels Booking.

R	R ²	Adjusted R ²	Std. Error of the estimate	F	Sig	H1 Result
0.634	0.401	0.392	0.655	21.015	0.000	Supported
Coefficient						
Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity statistic	
B	Std Error	Beta			Tolerance	VIF
4.251	0.105	0.328	19.01	0.00	0.536	1.897
0.336	0.028		6.24	0.00		

H3: Focus Strategy will positively affect Hotels Booking.

R	R ²	Adjusted R ²	Std. Error of the estimate	F	Sig	H1 Result
0.822	0.675	0.862	0.8965	14.52	0.000	Supported
Coefficient						
Unstandardized Coefficient		Standardized Coefficient	T	Sig.	Collinearity statistic	
B	Std Error	Beta			Tolerance	VIF
3.002	0.115	0.445	12.31	0.00	0.928	1.078
0.314	0.021		6.65	0.00		

CONCLUSIONS

As shown in the prior tables the researcher observes that there is a positive direct effect of marketing strategies on identity development on Hotels Booking in Jordanian five stars hotel in Amman

RECOMMENDATION AND FUTURE RESEARCH

The study explored a number of important and significant results that the researcher hopes that they would lead to novel contributions to theory and relevant literature. The researcher also hopes that such results would trigger a number of critical decisions by five stars hotel in Jordan. The researcher also hope that such decisions would be reflected positively on their business' benefits. Based on the data analysis and hypotheses testing, the research results generated from this piece of work can be summarizing as follows:

The five-stars hotels must be applying various marketing strategies and choice the best one of these strategy that fit with their resources and environment

also they need to make a continuous training courses for the decision makers that shows the importance and benefits of understanding the marketing strategies and its effects on choosing the right marketing mix elements to deal with various crises in order to increase the volume of booking. The researcher recommend to implement this study on others services sectors such as health care sector to identify the extent of the important of marketing strategies and its effects of performance.

Reference

Florence Kamau, Professor F. K. Waweru, Professor Peter Lewa, Dr. A. J. Misiko (2015), The Effects of the Marketing Mix on Choice of Tourist Accommodation by Domestic Tourists in Kenya International Journal of Novel Research in Marketing Management and Economics Vol. 2, Issue 2, pp: (25-34), Month: May - August 2015, Available at: www.noveltyjournals.com Page | 25 Novelty Journals.

Shahram Gilaninia, Marjan Sadat Ojaghzadeh Mohammadi, (2015), Examination of Marketing Mix (7p) On Tourism Development (Case Study: Tourism Industry in Guilan province) *Universal Journal of Management and Social Sciences* Vol. 5, No.1; January 2015

P Kotler, G Armstrong - 2010 Principles of marketing- pearson education

Jeamo Kwon (2008), FACTORSINFLUENCINGRESIDENTS'ATTITUDESTOWARDTOURISMMARKETINGAS ADEVELOPMENTSTRATEGY.

U Sekaran - 2006 - John Wiley & Sons Research methods for business: A skill building approach.

Porter, M.E, (1980), "Competitive Strategic: Techniques for Analyzing Industries and Competitors", New York: Free press.

http://www.mota.gov.jo/Contents/Third_Quarter_2015Ar.aspx

<http://www.dos.gov.jo>