

7P's Of Marketing in Hotel Industries

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Abstract- 7P's of marketing in hotel management addresses a number of key points. Traditionally, 4P's of marketing i.e - product, price, place and promotion are being considered, but as the competition is intensified 3 more P's can be considered i.e – People, Process and Physical evidence.

Indexed Terms- Market Approach, Quality Services, People Attraction, and Customer Satisfaction.

I. INTRODUCTION

Marketing mix in hotel is a term used to denote the tools and instruments that the marketer uses to influence demand. Since, Marketing is a technique of guiding the costumers to choose your hotel services rather than electing the product of your rivals.

II. ELABORATIVE APPROACH



Source: business-funda.com, dig: 1.1

III. FINDINGS

- i. Effective communication with customer.
- ii. Sound system according to the ambience.

- iii. Party hall with costumizable barlight and sound system.
- iv. Quality based product and services with Hygienic way of cooking.
- v. Proper Integration with employees.
- vi. Effective promotion in targeted market, place and people.
- vii. Physical evidences or customer review about the service and food product can be reviewed at the table itself.
- viii. Price need to represent the value of the product and customer expectation.
- ix. Customers could be asked for suggestions for improvisation to make it more costumer friendly.

CONCLUSION

This can be concluded by stating that if 7P's of marketing mix are implement in hotel management industry it would surely help in elaboration of business, increase in sales and gain in profits in addition to customer satisfaction.

REFERENCES

- [1] Marketing management by –Philip Kotler
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APPENDIX

Diagram 1.1

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