



**RESEARCH ON MARKETING STRATEGY OF LARGE BUSINESS HOTELS IN  
THAILAND**

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IN THAILAND**

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标题：泰国大型商务酒店营销策略研究

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## 摘 要

酒店业作为泰国发展最快的行业之一，每年给泰国创造数百万美元的利润，但在市场经济中，泰国的酒店业也面临着寻找客户、提高竞争力、克服国内外政治、经济等一系列因素的压力。在开发新的客户和改进旧的服务手段上，泰国大型商务酒店的大多数专业人士越来越重视市场营销策略组合。这是酒店从业人员迅速适应新环境的需要，更多地对消费者的利益和偏好进行关注和总结。

如果在旅游费用方面进行对比，那么泰国旅游的费用会比较低，并且会受到很优良的服务，特别是在高品质的泰国酒店，对比其他东盟国家的房费低，且服务方面做得更为到位和有经验。由此预计今后将有越来越多游客从东盟和其他地区和到泰国来旅游。所以本文希望通过对泰国大型商务酒店的分析，进一步找出泰国大型商务酒店目前还存在的问题、发生的原因，进而提出解决这些问题的相关策略的建议，以便泰国大型商务酒店能更好地满足国外游客的需求。

本文主旨研究泰国大型商务酒店营销策略存在的问题，并对商务酒店的营销组合策略提出建议和意见。希望本文对商务酒店的营销有一定的借鉴与指导作用。

**关键词：**泰国商务酒店；营销策略；营销环境；

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# RESEARCH ON MARKETING STRATEGY OF LARGE BUSINESS HOTELS IN THAILAND

## 1. INTRODUCTION

### 1.1 Background

Thailand's large-scale business hotel industry is developed. With the increasing number of tourists and the increase of living time, especially the strong support of the government and the beautiful scenery of Thailand, the large-scale business hotel industry in Thailand has always maintained a rising trend. In business hotels in Thailand, business managers are mainly natives. The Thai character is deeply influenced by the traditional culture of Thailand. The character is gentle, the service is meticulous, and respect for people. The Thai hotel has won awards in the world's hotel competition for many years and has innovated services in many fields.

Thailand has many tourist attractions that attract foreign tourists. Whether it is from Asian or European tourists, the number of visitors from all over the world is increasing. The economic benefits brought by tourism have made Thailand's economy better and better, which has greatly increased the income distribution of the people. The most important thing about tourism is hotel accommodation, so this is a very competitive industry.

In 2012, the National Bureau of Statistics of Thailand investigated about 5031 hotels in the country, without a few stars. There are about 398 hotels in Bangkok. Most of the guests are foreigners, some come to travel, and some come and go. There are 1,069 hotels in northern Thailand, most of which are located in Chiang Mai and Chiang Rai. There are 777 hotels in the northeast of Thailand, most of which are located in Kong Fu, Nakhon Ratchasima, Ubon Ratchathani, Udon Thani and Nong Khai. Southern Thailand is the most concentrated area of the hotel with 1,436 hotels. Southern Thailand is also the most attractive place for tourists, which has increased the tourism income of the local area. For example, there are about 7 million people who come to stay in the southern part of Thailand. Most of them are foreign guests.

Among all the current hotels in Thailand, there are about 2,500 business hotels. These business hotels are mainly concentrated in the beautiful capital of Thailand, Bangkok, Phuket and Pattaya, and the regions and cities with obvious regional characteristics. And in these more than 2,000 business hotels, there are also three levels, namely one, two, three. The first-class business hotel is the most luxurious and the most expensive, mainly to receive some royal members or senior political figures, stars and other customers. The price of second- and third-level business hotels is relatively low, and the customer base is relatively wide.

The classification standards of hotels in different countries vary from country to country. Thailand hotels are divided into five grades: one-star, two-star, three-star, four-star and five-star. The higher the star rating, the higher the hotel's block. Most large hotels in Thailand are between 3-5 stars. Although the country is different, the standards set by the country for the hotel level are similar, generally based on the location of the hotel, the hotel's interior decoration, related facilities and corresponding maintenance, service items and sanitation. The situation is examined in all aspects, and the corresponding level of the hotel can be determined after a comprehensive evaluation. For the classification of the scale, it depends on the number of rooms in the hotel. The large business hotel has more than 100 rooms, and the rooms are all luxuriously decorated and fully equipped.

## **1.2 Research purposes and significance**

The hotel industry is a highly competitive industry that is both old and vibrant. In the fierce competition, each hotel is designing its own product, a “service” feature, and the marketing staff of each hotel are also showing their magic. Thailand is a country known for its global tourism. There are many very beautiful tourist attractions in Thailand. In order to attract Thais and foreigners to choose their own hotels, hotels must accelerate their own adjustments and change their business models, especially in the market. They need to develop reasonable and effective marketing strategies.

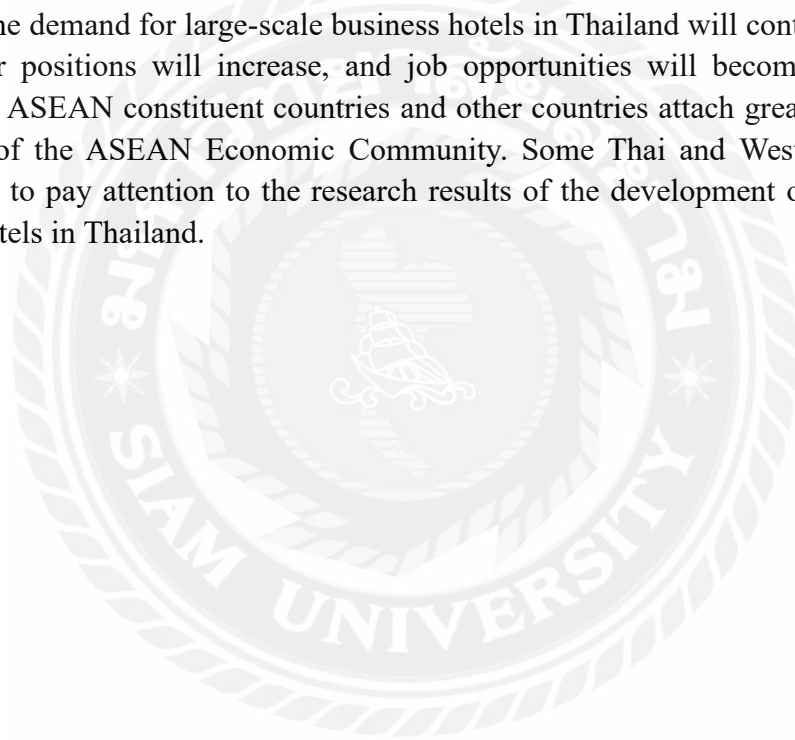
In addition, after the establishment of the ASEAN Economic Community, large-scale business hotels in Thailand will face other adverse effects, not only to compete fiercely with more similar business hotels, but also to compete with medium-sized and commercial hotels. While establishing and strengthening itself with ASEAN, Thailand is also looking at itself to see if it can be a qualified member here. In view of the above reasons, the author hopes to use marketing theory as the theoretical basis of the article, through SWOT analysis and 7P theoretical analysis, combined with his own growth experience in Thailand and the experience of studying in China as a practical background, the development of large business hotels in Thailand Related research.

Thailand is a tourist country, and its geographical location and cultural precipitation have advantages over other Southeast Asian countries, and it can achieve year-round tourism. If you compare the cost of travel, then the cost of tourism in Thailand will be lower, and will be very good service, especially in the "quality of Thailand's shop, compared to other ASEAN countries, the room is low, and the service side to do It is more in place and experience. It is expected that more and more tourists will travel from ASEAN and other countries to Thailand in the future. Therefore, this paper hopes to further find out the large-scale business hotels in Thailand through the analysis of large-scale business hotels in Thailand. The problems, the causes, and suggestions for strategies to solve these problems, so that the increase in business hotels can better meet the needs of foreign tourists.

The development opportunities will help to further expand the tourism market in Thailand and increase the occupancy rate of large business hotels in Thailand. The development of the hotel industry is precisely to promote more foreign tourists to Thailand, and to make these foreign tourists enjoy the basis of satisfactory tourism services and tourism projects in Thailand.

Studies on theory. Most of the information on large-scale business hotels in Thailand is collected from private marketing departments and companies in Thailand.

As the Thai government is working hard to promote the strategic plan for the development of its overseas travel market, with the gradual development of the Thai economy, the demand for large-scale business hotels in Thailand will continue to grow, social labor positions will increase, and job opportunities will become more . At present, the ASEAN constituent countries and other countries attach great importance to the era of the ASEAN Economic Community. Some Thai and Western scholars have begun to pay attention to the research results of the development of large-scale business hotels in Thailand.



## 2. LITERATURE REVIEW

### 2.1 International research status

Chen Li (2013) "Research on Factors Affecting Chinese Tourists in Choosing Hotels in Phuket, Thailand", mainly to study the factors influencing Chinese tourists choosing hotels in Phuket, Thailand, and how to meet the needs of Chinese tourists in Phuket. .

Liu Xiaojie (2006) "Oriental Hotel Service Marketing Strategy Research" believes that hotels should provide standardized services for management and enhancement. The hotel's service is a one-stop service process. It is necessary to conduct process analysis from every step of the customer's reservation, and let customers feel the concept of standardized service at every stage. This can greatly reduce the information unequal between the hotel and the customer, and can effectively improve the service efficiency.

Li Na (2008) "The Problems and Countermeasures in the Process of Hotel Marketing" believes that people's consumption concepts and consumption levels will change, and hotels will have to change accordingly to provide personalized services. The first thing to consider when providing this personalized service is the intrinsic loyal customers of the hotel, which influence and drive more customers through the patronage of these customers.

Cao Yi, Chen Qizan and Fan Bao (2009) "An Empirical Analysis of the Comprehensive Application of Hotel Price Competition Strategy and Non-price Competition Strategy" believes that as the hotel industry becomes more competitive in China, the rational selection of hotel marketing strategies will become very Significant. They said that the hotel's business hours are divided into peak season, general and off-season, and the marketing strategy is divided into price strategy and non-price strategy. It is this decomposition that allows them to complement each other and complement each other. The combination of strategies will get twice the result with half the effort.

#### Foreign research overview

Panuwat and Wachira's "Strategy of marketing in the medium-sized hotel in the district town, Phitsanulok" (2012), focusing on the strategic planning of business sprinkler marketing,

The main factors affecting customers' choice of hotels.

Paidea and Rattaphong's "ADAPTATION OF THAI HOTEL HOSPITALITY TOWARDS ASEAN ECONOMIC COMMUNITY" (2014), mainly researching business hotels

The operation and how the open ASEAN Economic Community can help hotel companies attract Thais and foreigners to choose their own hotels, how to attract new customers, while retaining old customers.

Thanomwong Pattarawadee's "Thailand Hotel Thailand Tourist Satisfaction Study" (2014), the main research is to target Chinese tourists to become the main customers of the Thai baht Phuket hotel. Studying the level of hotel satisfaction directly affects the hotel's profit. A comprehensive and in-depth analysis of the satisfaction of Chinese tourists to the Thai Phuket store, and a strategy to improve the satisfaction of Chinese tourists in Fuji Hotel in response to the unfavorable factors.

Kanokpom Sirirod's "External\_Acupoint Decision-Making Behavior" (2012), which mainly studies the decision-making of the behavior of the travellers who traveled to M Valley in Thailand, and the satisfaction of staying at the hotel. .

Doly and Yudelson (1999)'s "Structural Equation Models with Unobservable Variables and Measurement" argue that in actual consumption, consumers' demands are constantly changing.

In the theory of marketing mix, this point has not yet been obtained. Consumers are eager to communicate with campers, and they also prefer to control the entire process of trading. The hotel reduces the customer's fire rate through communication with customers and enhances the trust of Gu Rong.

## **2.2 Overview of basic theories and related issues**

marketing theory

Beginning after the second world war the world economy began to recovery, companies rely on simple promotion methods, there is no method to make the product better sales, make the competition more than to rivals in the competitive market, consumer choice when to buy goods is also constantly increased, so companies began to focus on customers more interested in those products, they began to analyze customer needs, will be in accordance with the needs of different groups to differentiate them, to the target customers for marketing. That is, the enterprise started marketing.

As Philip kotler pointed out in 1984, marketing is Kind of business activity, in the organization of a kind of business activity, in which includes has yet to meet the needs and desires, and make sure all requirements, the size of the choice and decision of the organization's best service target market, and to have the appropriate products, services and sales plan, these are all services for the target market.

Gronroth pointed out in 1990 that marketing is a mutual exchange and commitment driven by certain interests to establish, maintain and consolidate the interests of consumers and participation to achieve the common purpose of both sides.

The basic concept of marketing

In 1960, the definition committee of the American Marketing Association gave the definition of Marketing as "all business activities that lead the flow of tangible products and services from production to consumers or households." The definition should define the marketing of the products in the circulation process of the products, which is the activity arising from the production of the products. In 2004, the market will do no defines the desired change, it changed to: marketing both kinds of organizational functions, is bound to the organization body and the interests of stakeholders and creation, communication, transmit series wide price , manage customer relations between the process. This definition promotes the original marketing activities to the social and management process. This is also the definition of marketing used in this paper, that is, marketing organization season is a kind of social activity and management system that creates and provides valuable exchange products for others to meet a certain interest of its own.

Marketing mix strategy

Jerome maher, American marketing scientist; Tin puts forward that product, price, shelf and promotion are the factors of enterprise control, which is also known as 4Ps. The marketing mix strategy is designed and implemented with these four factors.

(1) Product is a kind of commodity that provides value and benefits to customers according to their needs and demands. Generally speaking, products can be divided into two types: tangible products and intangible services. Tangible products mainly refer to those that we can see and touch, while intangible products mainly refer to all kinds of services provided by enterprises to consumers. However, no matter tangible products or intangible products, enterprises should provide high-quality products that can meet the needs of consumers when providing products to consumers.

(2) Price is the cash manifestation of the value of products and services. In the process of purchasing an item, the customer compares the value of the product or service and its price. If the value is higher than the price, the customer will choose to buy the product or service; Otherwise, the product or service will not be selected. In designing products or services, therefore, the selling price of a commodity, enterprise commodity prices makers will need to consider the value of the whole body of good products or services or level, in order to distinguish between different levels of product value or service, finally worked out a can let consumer satisfaction enough price, thus to increase the consumer's purchase desire.

(3) Place refers to the product or service launched to the market, which connects consumers and influences customers' perception of the value of goods and services

provided by enterprises. A good distribution channel can allow consumers to get closer to products and consumer goods. And according to different nature of products to choose different sales channels. Such as home appliances products, to choose a professional home appliances sales shop for sales, dairy products or snacks to choose a high reputation of supermarket sales, etc. But no matter what kind of products, in the selection of sales channels, we must choose the high quality, stability, credibility of good marketing channels.

Pmmotkm is a sales tool that can establish a focal point to communicate with users. It is to convey information to the market so as to quickly occupy the market, sell goods or withdraw capital in a short period of time. And promotion is also an important way for consumers to quickly understand the products in a short period of time. Enterprises can also bring consumers a psychological feeling that the price of products is low but the quality is not discounted through promotion, so as to improve the status and image of products in consumers' psychology.

In a word, enterprises should pay full attention to the four aspects mentioned above when selling products. In terms of the production or supply of goods, they should pay attention to the quality of goods to meet the needs of consumers. In terms of commodity price setting, the relationship between commodity value and price should be fully weighed to set a reasonable price. In the selection of commodity marketing channels, to choose their own products and to choose a more stable marketing channels, in the most appropriate way to provide consumers with goods; In terms of the use of promotional means, it is necessary to show more positive effects of commodities and improve the positive image of commodities.

### **2.3 Basic theories of service marketing**

The concept of service marketing began in the 1950s, after more than 20 years of continuous development and change to the mid-late 1980s, as an independent discipline in marketing science began to establish. In the 21st century, a complete ideological system and a rigorous theoretical framework were formed, which were widely used in practical applications.

In order to meet the needs of customers in the marketing process, consider the combination of the service and sales. Service is an exchange of products or service products presented to customers on the platform. At the same time, it is to add value to the customer in a time or place. That is to say, we rely on the quality of service to obtain customers' excellent evaluation of sub-products, and enhance the good relationship with customers in the form of word of mouth, so as to achieve the ultimate goal of marketing. Service marketing is a complex, diversified and delicate task. Need to get involved in customer's request, accept customer's entrustment.

Therefore, service marketing is a challenging and important task, which can create competitive advantages for enterprise service and achieve success.

### Service and service marketing

The concept and characteristics of services

Sociological sense of service, refers to for others, for the benefit of the collective and work or work for a certain cause, such as "for K service", he in the post and telecommunications service of 15. Economics always righteous : service, it is to point to in the form of equivalent exchange, in order to meet enterprise, and well groups and he public Duan play and provide the law of activity of inferior quality, it is usually associated with tangible products. The term service refers to the maximum extent possible to ensure the survival of the child.

Services have the following characteristics different from physical products:

1. Service cannot be grasped. Service cannot be purchased with tangible products. Marketers need to find a way to reduce the risk to consumers, to create a sign for service evidence, to create a symbol Kind of conditioning, let the consumer domain amount of real sense of service.

2, the service is not separable, because, the general service is often produced and consumed at the same time. In order to obtain the service, the buyer often needs to participate in the production process of the service. For example, when a consumer enters a barber shop for a haircut, he has to cooperate with the barber to complete the activities here, but not the barber alone. Therefore, sometimes production and consumption are not completely separated.

3. Service marketing aims to provide five-star service.

4. Service differences lead to great differences in the same service provided by the same service providers due to their different managers and mood states.

5. The absence of ownership of services determines that no ownership transfer of any entity is involved in the production and consumption of services.

Service marketing, generally refers to rely on service quality to get a good customer evaluation, by the way of word of mouth to attract, maintain and enhance the relationship with customers, so as to achieve the purpose of marketing. The customers mentioned here are collectively referred to as "potential customers", "customers", "long-term customers" and "supporters". Service marketing is a complex, diversified and delicate task. Need to get involved in customer's request, accept customer's entrustment. Therefore, service marketing is a challenging and important task, which can create competitive advantages for enterprise services and achieve success.



Currently, experienced marketers first consider the marketing 4Ps mix: product, price, distribution channels, and promotion. However, in terms of service products, using one of the 4Ps combinations does not work as well. For this reason, there are many elements of marketing mix. Philip Kotler: the concept of Service Marketing Mix (Service Marketing) is a Service related to the business concept, to develop the market strategy, different enterprises and ordinary consumer goods, want to consider the Marketing Mix (Service Marketing Mix) 7 ps Marketing strategy, including people, process, and the physical environment air even for individual companies and may need to use 3 ps Marketing strategy.

Service marketing needs different combinations of marketing elements, because services are diverse, marketing management services must be integrated with products, products and services must maintain consistent effectiveness. The key to marketing is to understand the meaning of marketing vocabulary and technology, and to understand it. therefore, the technology or strategy that the enterprise can bring,

And combine the use of appropriate marketing services to form an important strategy. The characteristics of service marketing need to be studied because the service is unique and many marketers study the characteristics of the service for different products.

Service marketing is constantly evolving in the development of change, in its powerful system shows a very strong inclusive. In the past business hotel marketing, this kind of service marketing is essential, it will show a strong force in the hotel marketing strategy, make the service and product itself naturally integrated, and complement each other, promote and develop together.

Service marketing has the following characteristics:

1. Dispersion of supply and demand. In the whole process of service marketing, all kinds of activities of the supply and demand side of the whole service nature are relatively dispersed. Not only in the supply of raw materials to cover the third industry departments, enterprises can provide related services is very scattered.

2. Single marketing mode. Tangible product marketing sales can have distribution, agency and direct marketing and other more than a variety of marketing methods. However, due to the unified characteristics of production and related consumption, service marketing can only adopt the only marketing method, namely, direct selling. Middlemen cannot get involved and storage for sale cannot be realized.

3. Marketing target is complex and changeable. Purchase related service consumers buy services overall motivation or the overall purpose is different, a product of the nature of a service purchaser is likely to involve the social from all walks of life with and all kinds of different types of family or personal, even buying

service products of the same kind of situation, some can also be used for life consumption, and dozens of consumption could be used in production.

4. High demand elasticity of service consumers. The demand for services and the demand for products contain each other in certain organization and total amount expenditure, which is also one of the original W with great demand flexibility. , the service demand is greatly affected by external conditions, such as the change of season, climate change, H crescent difference of scientific and technological development, etc., has a significant impact on the demand for information service, environmental protection service, tourism service and shipping service. Elasticity of demand is one of the trickiest problems facing service providers.

5. High requirements for the skills, skills and skills of service personnel. The quality requirements of consumers for various service products are also the requirements for the technology, skills and techniques of service personnel. The quality of service provided by the service providers cannot be only, unified measure standard, and can have relative standard and with the feeling of purchaser experience only.

#### Service Marketing Strategy

When formulating the strategy of service marketing personnel, it is necessary to comprehensively establish the vision, mission and corporate culture of the enterprise, highlight the more united cultural atmosphere of the enterprise, and comprehensively enhance the satisfaction of the marketing personnel of the enterprise, thereby enhancing the loyalty of the enterprise.

In the process of establishing a corporate vision, mission and cultural atmosphere, managers must fully integrate the current development status of the enterprise, fully integrate the enterprise development with the culture of the culture and the target sales market, thereby promoting the sales of the company's products throughout the sales. Comprehensive marketing on the market. In terms of improving the satisfaction of marketing staff, we will strengthen the incentive mechanism for employees, clarify the reward and punishment system, give greater incentives to employees who have made outstanding contributions to enterprises, and also guarantee the basic welfare system of all employees or The vacation system will be used to comprehensively improve employee satisfaction. In terms of improving employee loyalty, it is mainly necessary to strengthen the training of employees on the basis of improving employee satisfaction, to cultivate employees' sense of collective honor and corporate belonging, or to enhance employees by using the form of shareholding. Loyalty to the business.

#### Service tangible display strategy

In the process of designing a tangible display strategy for a service, the company should further clarify the service product display strategy and hold the marketing annual meeting strategy.

In terms of service product display, the company must comprehensively display all kinds of products it produces in a comprehensive display area, which can display consumers in front of the products in a multi-angle and multi-faceted manner, so that consumers can clearer and more thorough understanding of the full range of products. Combined with the characteristics of service products, this product display mainly refers to the characteristics that enable consumers to more fully understand and experience the entire service product. In addition, in terms of the tangible display marketing strategy of service products, enterprises must also grasp the development strategy of holding marketing annual conferences, show the characteristics of comprehensive service products through the holding of marketing annual conferences, and strengthen the directness of product sales.

### Service Process Strategy

The service process refers to the procedures related to the production, transaction and consumption of the service, the operation policy, the organization mechanism, the rules for the use of personnel disposal, the regulations on customer participation, the guidance to the customer, the flow of the activity, etc., in short, the service production , transactions and consumption-related procedures, tasks, schedules, structures, activities, and daily work.

## **2.4 The concept and characteristics of business hotels**

### The concept of business sprinklers

Business hotels are mainly for business guests rather than tourist resorts. The proportion of business guests here is generally not less than 60%. Business can be more discerning than the holiday guests, and they are willing to pay a relatively high price for the service. Holiday guests want the hotel to feel at home, more comfortable and comfortable. For the business people who are in the business, the hotel's banquet facilities as well as conference rooms and business centers are more suitable for their work needs. The main customers facing the business hotel are business people, and there are other groups of individual customers. Business hotels mainly include high-star business and economical business hotels. With the development of the economy and the frequent influence of business people, the service price of business-type customers is also constantly improving. Therefore, business hotels are constantly developing and the prospects are also Quite broad.

According to the relative turnover, the business hotel is divided into two levels: off-season and peak season. Generally, it is the off-season in March, April and May, and the peak season in August, September and October. During the peak season, the service targets mainly include conference customers, exhibition clients and tourism teams. At this time, the occupancy rate has obviously increased, and even reached the state of full passengers.

## The concept of a large business hotel

Large-scale business hotels are generally hotels that meet the needs of company personnel, upper-level managers, and business meetings. In large business hotels, the facilities are fully equipped, generally equipped with office equipment space, banquet hall, coffee shop, conference room, fitness room, etc, which can meet the needs of customers and food, and also meet the customer's participation in the form of mustard. Requirements for meetings and business negotiations. The number of customers in a business-oriented hotel is limited, and customers generally have higher requirements for facilities and services. Therefore, such hotels are more concerned about old customers and agreement partner units, and their occupancy is about 60% of the hotel occupancy.

## The characteristics of the business of the store

### (1) Excellent geographical position

The superior location is the biggest feature of a business hotel. Business sprinklers are different from other forms of hotels. The main source of customers is business guests who go out. Guests usually have to conduct business activities in the city instead of sightseeing spots. Therefore, the location of the business sprinklers is especially important. One of the reasons why guests choose a business hotel, such as the Sheraton Hotel in Thailand, located in the heart of Bangkok, the location is prosperous, for business.

The guest's stay is convenient, so the hotel's guests are also in a constant stream and the business is very good.

### (2) Complete facilities

Guests staying at the business hotel have high requirements for the hotel's various facilities, especially the business office facilities, which need to meet the customer's ability to handle a series of business hours, especially for the preservation of confidential documents for the guests, which need to be equipped with corresponding automation facilities. Business guests are provided with more convenient conditions, and the complete facilities are very important for business hotels. The related supporting facilities mentioned here mainly include related software and hardware facilities such as conference room, network, and living room. Business hotels often receive business customers, and business customers have more frequent requirements for these hardware and software facilities, and the requirements are relatively high. Therefore, if you want to maintain a more sustainable development, business hotels must have more complete facilities.

## **2.5 chapter summary**

This chapter mainly introduces the relevant theories of the commercial hotel industry market sales, and briefly describes the marketing mix theory, the basic theory of service marketing, and the hotel marketing theory in the hotel industry. These theories are the effects and implications of the marketing mix in the hospitality marketing process.



### **3. RESEARCH METHODS**

#### **3.1 Case Study**

The case analysis method, also known as the case analysis method or the typical analysis method, is a scientific analysis method that thoroughly and carefully studies representative things (phenomena) to obtain a general understanding.

The specific analysis steps are as follows: According to the purpose of analysis, select representative events as the research object; comprehensively collect information about the selected objects, including direct data and indirect data. It is possible to collect indirect data that other people have studied on the object; systematically organize the collected data, and classify according to the items and contents of the analysis; the content of the required analysis such as characteristics, attributes, relationships, Item analysis research; comprehensive analysis of the analysis results, to explore the general understanding of the regularity.

#### **3.2 SWOT analysis method**

The swot analysis theory is mainly to analyze the advantages and disadvantages of the hotel, an analysis method of opportunities and threats outside the company. This kind of analysis can clearly understand your own strengths and weaknesses, effectively grasp your own favorable aspects, and grasp the opportunities clearly and clearly when you have the opportunity.

SWOT analytical approach is used to analyze the strengths, weaknesses, opportunities, and challenges of an organization to help companies make sound judgments. The advantage here refers to the internal competitiveness of the enterprise and the improvement of the competitiveness of the enterprise itself. It is the ability of the enterprise to surpass the opponent. The disadvantage of refers to the inadequacies within the enterprise. It is an ability that the enterprise has not yet reached or can not be achieved in a certain period of time. In general, the advantages and disadvantages of the enterprise are sufficient. The enterprise itself should take good care of the content. The opportunities here are based on the development of external conditions conducive to the development of enterprises, such as: national policies, the international situation and other good external environment. Sentence opportunities correspond to threats, and threats refer to some external environments that are not conducive to enterprise development in enterprises. It is also possible to compete against each other and to ask for internal systems from within. With such analysis, companies can clearly understand the strengths and weaknesses of the company. External opportunities and threats allow companies to specify appropriate countermeasures to help companies develop positively.

## 4. CASE ANALYSIS

### 4.1 Analysis of marketing environment of large-scale business hotels in Thailand

The first section of Thailand's large-scale business hotel marketing block analysis, The macro environment of the hotel mainly refers to the external factors that affect the operation of the hotel. These factors are uncontrollable and are not driven by the will of the hotel. Usually refers to factors such as the natural environment, politics, economic environment, war, and natural disasters. The research on these external factors of the hotel mainly refers to both opportunities and threats in the SWOT analysis. Opportunities and threats are critical to the hotel's future development strategy and positioning.

The festival large business sprinklers introduction

At this stage, large-scale business hotels in Thailand mainly have problems in personnel service, price strategy, distribution, and promotion. I have a rough analysis of these issues in this chapter.

Thailand hotel development history

The history of the Thai hotel began in the fourth dynasty in 1863, in order to provide convenience to customers to develop service products, and to operate hotels in accordance with international standard models. Thailand's oldest five-star hotel is Mandarin Oriental, Bangkok. It opened in 1879 and was the first hotel in Thailand. It was named one of the best hotels in the world.

Until the fifth dynasty in Thailand, the Thai hotel project has been greatly adjusted, the hotel is not just accommodation, but also opened a restaurant. During this period, hotels in Thailand were very rich and many new hotels were opened. But these hotels are all operated abroad.

In the sixth dynasty, in order to meet the needs of more and more foreign customers and Thais, the government has built some new hotels. The Huahin Hotel is the first hotel operated by Thai W. Golf and tennis courts are available in the hotel.

The ninth dynasty to the present, in 1979, the poor travel adopted the Thai Tourism Act to expand the Thai public economy, giving private investment to the hotel business. In the past, there were fewer hotels in Wugu, and not enough. The nrawan hotel started in 1951. When it was just opened, the waiter had no experience. There are many problems in it. The current Erawaiv hotel is operated.

From the opening of the first Zhejiang store to the present, the Thai hotel industry has continuously improved and developed the products: providing customers with convenient and efficient services.

## 4.2 Personnel and service process issues

The hospitality industry belongs to the service industry, and the products formed by the hotel are more reflected in the services that can be provided to consumers. The hotel should pay more attention to customer service and develop a local service plan. Only by better serving the interests of customers can the hotel attract more passenger flow and profit. In addition to the hardware facilities, the hotel's services are more communicated to customers through their own employees.

### Poor communication between employees and customers

In the process of entertaining guests in Thailand, as Thailand is a more developed international tourist country, there are a lot of tourists from all over the world, which makes communication between employees and customers, especially with foreign customers. Smooth problems are highlighted. In terms of communication between employees and customers, there are two main problems:

On the one hand, employees have a low level of foreign languages. It is a high-quality talent for lack of language, which makes the business hotel in Thailand very embarrassing when it comes to foreign guests. Generally speaking, the guests from the Saying family can be more smoothly received. However, when you enter the M-home visitors from the Middle East, South Korea, Japan, and other small languages, many Thai-Women-style business shops cannot communicate smoothly with customers. This is a relatively straightforward question. On the brother side, there is still a problem with the smoothness of communication. Even if the communication process of the customer and the customer is passed, the process of communication between the employee and the customer is not clear, or the foreign customer does not understand the habit of the Thai hotel, or the employee of the hotel. Carelessness does not fully understand the needs of customers, and may also lead to poor communication between employees and customers.

In a recent Thai store research report, 1r found that there is also some influence between employees' work attitudes and their uniforms. The uniformed and clean hotel staff also have better mental state. Pay attention to uniforms.

The enthusiasm of employees who work or not is relatively high. In most cases, the most effective communication between employees and customers is directly through the front line service staff. Service personnel can often prevent any client problems from occurring and resolve these issues. They are the first people to get in touch with the information. Unfortunately, many hotel employees are excluded from direct participation in customer service. The front desk staff is actually the center of all communications at the hotel, but they don't always know what kind of entertainment is being held in the hotel room. In order to ensure that the waiter has knowledge of the goods and services provided to the consumer. Hotels often use the database method. All information on the products and services offered by the hotel. Employees must receive information about new products and services and their



marketing activities and developments. Employees should be surveyed from the hotel to determine if they are satisfied with the service they receive. This also helps employees to pay attention to the attitude of customers.

Personalized service needs to be strengthened

In terms of personalized services, large multinational business hotels in many developed countries have done a good job. Because personalized service can provide customers with more complete and satisfactory accommodation and hotel use and other services. Therefore, many hotels are striving to provide personalized service. However, due to the high demands placed on the hotel's capital investment and the quality of its employees, it is difficult to achieve a more comprehensive and personalized service in most of the current business hotels in Thailand. In some hotels in Thailand, it is not even aware of the importance of providing personalized services for the development of business hotels. Even though some Thai business hotels have recognized the importance of personalized services, in the process of providing personalized services, there are often times when the quality of personalized services provided is low, personalized services are not comprehensive, and even Various errors occur in the process of personalized service, which in turn affects the basic needs of customers.

It can be seen that in the development of business hotels in Thailand, the overall goal of achieving comprehensive and high-quality personalized services is still far away, and there is still a long way to go. The inability to fully provide high-quality personalized services is also a major problem that hinders the overall development of the large-scale business hotel industry in Thailand.

The education level of employees is not balanced

In terms of the quality of service personnel in the large-scale business hotel industry in Thailand, from the overall level, there is a big difference in the overall academic background and the problem of uneven education. From the education level of practitioners in the entire industry of large business hotels in Thailand, the overall qualifications of senior management personnel

The level is high, mainly undergraduate and graduate students, but the academic qualifications of the first-line service staff in the hotel are generally low, and even the level of junior high school is basically high school history, and the junior college degree is relatively small. The National Bureau of Statistics of Thailand has conducted research on the educational level of employees in the large-scale business hotel industry in Thailand. About 55% of the employees are high school graduates, about 20% of them are undergraduate degrees, and about 0.1% are managed. Master's degree in academics, other service personnel are high school or below.

It is not difficult to see from the above analysis that the educational level of the relevant business and service personnel of business hotels in Thailand is characterized

by an uneven level of education. This problem has affected the overall development of the hotel service industry in Thailand to a certain extent and needs further improvement.

### **4.3 Hotel facilities questions**

Some aspects of the construction of commercial hotels in Thailand have also been reflected to some extent. For example, the physical infrastructure needs to be improved and the hotel's pick-up system is not perfect. These problems are more or less affected to a certain extent. The hotel is fully developed.

Hotel products need to be improved

Due to its long-standing people's living style and the geographical environment of the country, many business hotels have paid less attention to and improved the hotel's services. And the products offered by the hotel are mainly in three parties, namely rooms, public facilities and entertainment facilities.

In terms of guest rooms, in general, formal business shops in addition to basic accommodation services can satisfy consumers, but also set high, medium and low-end rooms, banquet halls, and more services. Class standard writing room and so on. However, most of the business outlets in front of Thailand a do not have these more comprehensive infrastructure. However, most of the business hotels in Thailand have certain problems in the construction of their infrastructure.

In terms of public facilities, the public facilities of many business hotels in Thailand are not enough, or even if there is, m is relatively old, and even there is a large damage, there is no way to provide consumers with more comprehensive And ample service.

In terms of entertainment facilities, most of the business hotels in Thailand have relatively few recreational facilities.

Most of them only have KTV, swimming pools and chess and card rooms, but these high-end entertainment facilities, such as golf courses and bowling alleys, are relatively rare, so there is an urgent need to strengthen the entertainment facilities. It can be seen that the problem of the backwardness of most commercial hotels in Thailand is to a large extent affecting the development of the Thai hotel industry, and it also reduces the image of large-scale business hotels in Thailand in the eyes of consumers from all over the world. This will fundamentally affect the ability of large business hotels in Thailand to attract customers.

Hotel transfer facilities need to be improved

Business hotels generally face business guests, so the construction of their pick-up system is very necessary and extremely necessary. In many more developed

cities, business hotels are able to cooperate more fully with the city's rental system, which in turn allows passengers entering and leaving the business hotel to travel more conveniently by taxi, thus improving travel convenience. However, in Thailand, first of all, the taxi system is not perfect. There are relatively few taxis with formal licenses. Most of them use three-wheeled vehicles, commonly known as “dudu cars”.

This is unsafe and inconvenient, and cannot satisfy business. Guests need it. Therefore, this has increased the difficulty of combining business hotels with the taxi industry. In addition, many business hotel managers lack the concept of building a pick-up system, which in turn lacks the incentive to build a business hotel pick-up system.

Therefore, in the construction of the business hotel pick-up system in Thailand, the hotel industry in Thailand does have major problems and there is room for improvement. In terms of improvement in this field, Thailand can learn from the development experience of countries such as China.

#### **4.4 The price strategy**

Pricing is a complex process, with diverse forms of hotel services, increased competition in the hospitality industry and an increasingly accurate assessment of future demand. The pricing policy in the hospitality industry is determined by different factors.

The pricing flexibility is poor

Generally, the more flexible pricing methods include: in the season when customers are more, that is, during the peak season, the hotel service price can be appropriately increased; and when the customer is relatively small, that is, during the off-season, it can be adjusted appropriately. Low prices to increase the competitiveness of attracting customers. In addition, a VIP system can be set up at the hotel to provide VIP prices and service quality to customers who frequently come to the store. This is a more flexible pricing method and a very favorable pricing method for the development of a business hotel.

Price is an important factor when customers choose a hotel. In the current large-scale commercial hotels in Thailand, the prices are mostly fixed, and they are not flexibly changed according to changes in market traffic and current political situation. For example, the average price of large-scale business hotels in Thailand at present is generally priced at 880, 1400, 1,500 luxury rooms and 1700 executive suites. This price rarely changes greatly. The price in the off-season and peak season is not much different, and the discount is not very obvious. Therefore, the advantage of price can not be exerted, the market balance can be adjusted, and the advantage of price can be used to attract customers.

It can be seen that the pricing of large-scale business hotels in Thailand does not have sufficient and solid flexibility, and further improvement is needed.

The service price does not match the quality of service

There is indeed a strange phenomenon in the business hotel industry in Thailand, that is, in some hotels with relatively comprehensive infrastructure and better service industries, the price is not high.

Some hotels have poor infrastructure and the quality of service is not too high, but the hotel's charging standards are not low. This is a big problem, that is, the service price and service quality do not match. On the one hand, in hotels with poor infrastructure and services, high fees are charged to customers, which is unfair to customers, and it leaves a very bad impression on customers, and it is difficult to get repeat customers. On the other hand, hotels with relatively high infrastructure and services charge a small fee, which is unfair to the hotel, which is not conducive to the long-term development of the hotel. For example, the price of a serviced hotel standard room is around 880, and the price of a hotel with a bad service is also 750 A, so the price and service do not match.

Therefore, if the business hotel industry in Thailand can be developed for a long time, it is not necessary to improve the mismatch between service price and service quality.

#### **4.5 Issues of distribution strategies**

The network booking hotel lacks flexibility

Many large business hotels in Thailand have their own official website. However, the survey found that visitors actually prefer to book hotel rooms through well-known travel portals around the world. Such a website is more convenient, and it can provide scenic photos, guest reviews, and comparison prices for the hotel. In particular, many offers can be obtained through the website. At present, some problems in booking hotels online in Thailand are that payment is not convenient, this is Thailand.

Class websites can basically only pay by credit card. In addition, there are electronic debit cards or direct payment to the store, which is more troublesome. In China, more and more customers use WeChat and Alipay to pay, pay anywhere, anytime, and pay as long as they have a mobile phone. With this payment method, there is no way for Thailand to provide it to tourists. Second, the lack of cooperation with e-commerce intermediary service providers.

The lack of cooperation with e-commerce intermediary service providers

In the development of the large-scale business hotel industry in Thailand, there is very little intermediary network, which lacks a bridge between the hotel and the customer, which is not conducive to customers to find the hotel they need more

quickly and conveniently. To get the service. In this regard, Thailand can also fully draw on the development experience of China's intermediary network. For example, in China, there are intermediary networks such as Qunar.com, Ctrip.com, Ali Travel, etc. These intermediary networks are well introduced to relevant business hotels. On these networks, consumers can easily search for relevant information to make objective and ideal choices based on their own needs. In addition, through the intermediary network, most of China's business hotels can basically achieve high-quality services 24 hours a day. However, Thai business hotels do not do well in this respect, so the Thai business hotel industry has done relatively poorly in the intermediary network. It is not very coordinated in terms of effective use, and you should make full use of this intermediary network to promote your hotel.

#### **4.6 The promotion strategy**

The basic information of the promotion is not enough

Marketing is an activity carried out by economic organizations based on research on market demand, sales of products, and implementation of services. The promotion strategy is an important part of the marketing policy. It helps the hotel to quickly promote its products and services, develop potential customers, strengthen its own hotel features and face the promotion policies of Thai hotels. The problem is that customers come from all over the world. Everyone has their own temperament, preferences and aspirations, as well as different income levels. They form a diverse group, which means that hotel guests have different preferences. It can be found that in the same hotel, the residents are often completely different types of people, among them are businessmen and leisure travelers, and the diversification of goals poses a problem for the hotel industry in Thailand. For tourists, the price of the room has a great influence on the choice of the hotel, while the relative merchants are relatively small. The merchant travels often lives in a fixed hotel and less grievances.

The point of appeal is vague and not targeted

In terms of promotion strategy, most of the business hotel industry in Thailand has certain problems in addition to the promotion of basic information collection, and there are certain deficiencies in the promotion and promotion of promotional propaganda, such as In terms of advertising, there is no comprehensive publicity for the most prominent projects of the hotel. Most of the advertisements are concentrated on the more traditional aspects of the hotel industry, and there is not much innovation. In addition, the lack of creativity in advertising is another important reason why the development of the business hotel industry in Thailand cannot be surprisingly successful. The emergence of this ® problem will hinder the comprehensive promotion of large-scale business hotels in Thailand to varying degrees, and will not enable potential consumers of large-scale business hotels in Thailand to understand the various types of large-scale business hotels in Thailand. advantage.

It can be seen that the problem of vague appeals of large-scale business hotels in Thailand is a relatively important core issue that hinders the development of large-scale business sprinklers in Thailand. If this problem is not fully and timely resolved, then the hotel service industry in Thailand will not be fully upgraded. Therefore, the relevant managers or investors of Thai-style business commerce stores must not ignore this problem. Although this problem is not found in the realm, it must be resolved.

#### **4.7 SWOT analysis of large business hotels in Thailand**

SWOT analysis is one of the most commonly used analytical methods in marketing research and was created on the basis of the Bot model in the 1980s. SWOT mainly refers to the four categories of factors related to research objects in marketing: Strengths, Weaknesses, Opportunities, and Threats. It is usually presented in the form of a matrix, and by analyzing the specific items in each factor, find out where the problem lies and how it is resolved. The reason why SWOT analysis is widely used is mainly because it simply and comprehensively summarizes the environment in which economic organizations survive, which is easy to grasp, highly targeted, and effective.

##### **Strengths(S)**

###### **(1) Continuous improvement of hotel facilities**

Thailand's biggest advantage in developing a business hotel is its constantly improving hotel facilities. The Thai government has long attached great importance to the construction of transportation infrastructure and communication in the country. This is one of the keys to promoting the development of the tourism industry. The return on investment in these two points is very rich. The Tourism Authority of Thailand actively promotes the relevant transportation, communication and other departments of domestic tourism, hotels and hotels to take effective measures to improve the level of the tourism market in Thailand and prevent the negative impact of the environment. Thailand's most famous hotel is the Oriental Hotel in Bangkok, which has been rated as "Best Hotel in the World" for 9 consecutive years for its excellent service. Thailand hotels are diverse in level and cater to the needs of different levels of visitors. Some star hotels have to spend more than RMB 1,000 per night, while some small hotels and hostels only need to pay 20-30 RMB. The Thai government attaches great importance to the rectification of the social security environment. In order to provide tourists from all over the world with peace of mind, the government has enacted regulations and bills on the regulation of Thai tourism. The Thai police department also worked with the tourism department to set up a special tourist police to manage the order of the Thai tourism market and to ensure the safety of tourists.

In addition, the company has continuously improved and renovated the facilities for the hotel. The hotel facilities built last year reached 40% of the total hotel facilities.

The newly built tennis courts, golf courses, swimming pools and other facilities are more attractive to customers. At the same time, the comfort of the room is constantly improving. In order to meet the individual needs of business people, the hotel room has also been adjusted according to the higher needs of customers. At present, 100% of domestic business hotels in Thailand have achieved full coverage of wireless Wi-Fi.

## (2) High-quality hotel employees

Hotel employees in Thailand also have high-quality advantages.

1. Most of the hotel employees are friendly and enthusiastic. The national character of the Thai people is friendly and gentle. Most of the hotel practitioners have passed on this excellent feature. From their service, they can feel the courtesy of the Thai people and get along very well with the Thai people. Due to the emphasis on tourism, Thai restaurants attach great importance to the behavioral norms and standards of service industry employees.

2. The level of education of employees in the large-scale business hotel of Thai M is increasing. At present, Thailand pays more attention to the quality of employees in business hotels. According to the data, the current practitioners tend to be highly educated. The original non-professional rural workers have gradually turned into professional practitioners with higher education. In 2015, more than 50% of the employees of large business hotels in Thailand were highly educated. The training of the staff of the Thai baht is relatively in place. Each large business hotel has a training manual and system for hotel service personnel that meets its own positioning. Due to the large number of hotels in Thailand, this atmosphere has made the Thai country as a whole more aware of its services. At present, many universities in Thailand have a professional hotel management program, specializing in hotel project management, hotel promotion marketing, hotel service design and other related professional courses. In addition, there are many professional tourism schools in Thailand. These educational institutions have trained a large number of tourism, hospitality, management, catering and tour guides in Thailand.

## (3) Price advantage

The price of business hotels in Thailand is lower than in other countries, and the service standards are high. Business hotels are very competitive and cost-effective. Price is also often one of the most important factors for consumers, who will prioritize price factors to make choices under the same conditions. The overall economic level of Thailand is not high, relatively speaking, the price is relatively low. Compared with the same large leisure hotels, the price of business hotels is relatively low by about 15%, and the services received here are not bad, so this is A great advantage to attract customers.

## Weakness(W)

(1) The business philosophy is not mature enough

The chain management concept of business hotels lags behind that of developed countries. Many hotels lack a perfect standard work system. Some hotel systems are not well established, and the management responsibilities are not clear enough. This hinders the intensive and large-scale development of qualified enterprises. There is a lack of a more advanced theoretical system in the business philosophy, and various rules and regulations are not sound enough and the maturity is not high.

(2) The hotel management method is backward

The management of some commercial hotels in Thailand has long adopted an empirical management mode, the management method is rigid, the management has fewer problems and solutions, and there is no systematic and perfect management system. The advanced management concepts and management methods are not comprehensive enough to meet the new and comprehensive The acceptance and implementation of things has affected the hotel operation.

(3) The brand has insufficient influence

Compared with developed countries in Europe and America, many business hotels in Thailand are based on large-scale hotel chains. The biggest drawback of individual business is the low visibility or limitations, and the unsuccessful brand image construction. The brand influence of the hotel is insufficient. Due to various reasons such as the capital and the quality of the operators, many hotels are still at the stage of exploration. Slightly thin in the competition with large hotel chains.

Opportunity(O)

(1) The rise of the tourism industry worldwide

With the development of the economy and political issues, the tourism industry around the world is booming, and the number of people traveling abroad is increasing. Thailand has become the main choice for middle-class consumers, which undoubtedly provides the development of large-scale business hotels in Thailand. A bigger possibility. The economies of the world's emerging and populous countries such as China, Russia, India and Pakistan have continued to develop, the people's living standards have continued to rise, and consumer awareness has continued to grow. The influx of people from these countries into Thailand has provided an inexhaustible source of power for the development of the business hotel industry in Thailand. Nowadays, information technology is booming, especially the expansion of Internet technology and other information platforms, paving a platform for large-scale business hotels in Thailand that are getting closer and closer to users around the world. This is more conducive to the promotion of the Thai M large business hotel brand and the opportunity to promote the world.

(2) The state attaches importance to tourism

Thailand attaches great importance to its tourism and hospitality industry. Although Thailand's tourism and hotel industry have been affected by domestic politics and the world economy, it seems that the former tourism departments and



institutions in Thailand are working together to renew their efforts. Revitalize the national tourism market. The government continues to release the latest developments in the Thai tourism market through the media, and strives to hold international conferences, invite outside media and professionals to visit Taitai and carry out various promotional activities. In particular, it attracts investment cooperation and provides financial guarantee for the development of the national hotel industry. These policies have already achieved certain results.

### (3) Establishing a joint industry with other countries in Southeast Asia

Thailand's sprinkling industry is constantly seeking for joint development, and the single-rooted roots cannot expand its own advantages. Therefore, the Thai elections have established joint industrial development with some countries in Southeast Asia. In 2011, Thailand and Southeast Asia M signed the seven agreements for the development of the joint venture. This historic development will definitely bring more development opportunities to the Thai business and retail industry. M will also inject new energy into the entire Thai M economy. The blood, with the improvement of the world economy, the stability of the political situation in Thailand and the development of the K-domain economy in Southeast Asia, the Thai M hotel industry will surely renew its charm in the future and achieve further development.

The establishment of the ASEAN Economic Community has made it possible for Southeast Asian M tourists to travel to Thailand, but at the same time it is also a tourism competition in Thailand. The Thai government is also an important topic in the Thailand hotel industry. Thailand's hotel industry is based on the "Thai style" and tries to distinguish it from other family characteristics in ASEAN. In 2014, the annual tourist revenue of foreign tourists in Thailand's tourism institutions increased by 13%, with the highest increase in tourists in Asia, reaching 15%, and the increase in tourists from ASEAN countries by 6%.

### Threat (T)

#### (1) Southeast Asian countries compete for customers

The main competitive threat facing large-scale business hotels in Thailand comes from competition from other Southeast Asian countries for passengers. With the booming tourism industry in Thailand, other countries in Southeast Asia have gradually developed their own tourism resources to build their own tourism industry and tourism brands. Although Southeast Asian countries have different national cultures and national conditions, the climate and natural environment are similar. The rise of tourism in neighboring countries is fierce for the large-scale business hotel customers in Thailand. In addition, in Thailand, competition continues to be internationalized, and many foreign hotel chains have begun to enter the Thai market, which has had a certain impact on local business hotels in Thailand.

#### (2) Unstable political situation in the country

Another threat facing large business hotels in Thailand is the instability of the

political situation. For example, from the end of 2013 to the beginning of 2014, due to the chaos of the political situation, the Thai government announced the implementation of the two-month emergency state law in and around the capital, Bangkok. The Thai hotel industry has caused serious losses. After the incident, more than 50 countries around the world issued security warnings to tourists who are preparing to travel to Thailand to remind tourists to pay attention to their personal safety in Thailand. Some countries even directly suspend their trips to Thailand. This directly reduced the number of tourists who traveled to Thailand in the first half of 2014 by more than 3 million, and the direct tourism economic loss exceeded RMB 20 billion.

### (3) Frequent natural disasters

Thailand is located in the Pacific Rim earthquake zone. The crustal plate is frequently active, and natural disasters such as earthquakes and heavy rains often occur. The earthquake in Chiang Mai, northern Thailand in early May 2014, had a serious adverse impact on the recovery of tourism. Based on the impact of natural disasters such as earthquakes, typhoons, torrential rains, and mudslides, it will affect the tourists from all over the world who travel to Thailand. It will also affect the enthusiasm of Thai business hotel customers to Thailand to a certain extent. The extent of the impact of the business of large business hotels in Thailand, which has a negative impact, and reduce the sales of business hotels in Thailand. Therefore, based on the geographical location of Thailand, the frequent natural disasters have affected the overall development of the business hotel industry in Thailand to a certain extent. Based on the above analysis, the SWOT analysis conclusions that can be made for the development of large-scale business hotels in Thailand are shown in Table 2-1.

Table 2-1 SWOT analysis of large business hotels in Thailand

Strengths	Weakness
Continuous improvement of hotel facilities and environment Highly qualified hotel staff The government attaches great importance to and supports the development of the hotel industry Low cost and abundant tourism resources	Hotel management is lagging behind Business philosophy is not mature enough Brand influence is not enough
opportunity	Threat
The rise of the tourism industry worldwide National attention to tourism Establishing a joint tourism industry with other Southeast Asian countries	Competition for tourists from other countries in Southeast Asia National political instability Frequent natural disasters

#### **4.8 Improvement countermeasures for marketing strategies of large business hotels in Thailand**

The marketing of business hotels is based on the effective integration of their own resources and external resources. It is necessary to fully combine the target market, product service, price, promotion and distribution methods, etc., to gather target customers and finally win the market. For the characteristics of business hotels, this chapter divides hotel marketing strategies into market positioning strategies, product service strategies, price strategies, distribution strategies and promotion strategies. And combined with some new developments in today's society to analyze, especially the marketing strategy under the Internet.

##### Personnel service strategy

###### Strengthen the service concept of employees

In the management of employees, it is necessary to strengthen the construction of the system, and to regulate the behavior of employees with a reasonable system, so that there is a rational basis for management and rules to follow. This kind of regulation system is also based on the consciousness of employees. Management and service should be carried out at the same time. In the system, we must grasp the service concept of employees and enhance the cohesiveness of the hotel.

###### (1) Establish the service concept of employees

In the hotel management system, we should clearly establish the service concept of the employees, not only stay at the level of doing their own work, but also always think about the concept of serving the customers, so that the services are satisfactory to the customers, and they must pass This service concept establishes the hotel's “word of mouth” effect and forms a good system.

###### (2) Enhancing the cohesiveness of the hotel

There is a saying in China that “the brothers are united and their power is broken”, which enhances the cohesiveness of the hotel staff. This is also the way for the company to succeed, so that the employees can become the masters of the hotel, which can stimulate the working status of the employees. Confidence makes work more efficient. The leading departments should also pay more attention to the actual problems of employees, and often help the employees in life and ideas, exchange and communicate, and solve problems for employees in a timely manner. At the same time, the cooperation of various departments is also a very important link. The overall awareness is also an inseparable organic whole in the process of service.

## Improve the communication skills of employees

Based on the ubiquitous communication between employees and customers in large business hotels in Thailand, the language is not good enough. This paper suggests that the managers of business hotels in Thailand should strengthen the communication skills between employees and customers, and start from many aspects. In particular, it is necessary to strengthen the multi-faceted training for current low-quality employees. Mainly can start from the following two aspects:

(1) Training the patience of employees and increasing the patience of employees in communicating with customers.

The patience of employees is fundamentally determined by whether employees can provide customers with satisfactory services. It is impossible for employees who have no patience with customers to provide customers with higher quality services. Therefore, in the process of training, employees can be simulated to simulate the situation of various customers and employees, so that employees can be confused and able to respond appropriately, thus giving customers a satisfactory answer.

(2) In the process of training, special attention should be paid to the smooth communication of each language.

Because the characteristics of language learning can not be fully learned overnight, so before training the language, it is necessary to comprehensively investigate which foreign language customers are often used to speak, such as Chinese and English. Employees strengthen their training in Chinese and English. If there are a lot of Arabs coming to the hotel, they should strengthen their training in Arabic. Language training is used to enhance the smoothness of language communication in different languages.

In summary, through the intensive training in the above two aspects, we can greatly increase and improve the ability of employees to communicate with customers in the process of providing services.

## Product strategy

### Improve hotel products

The old products of the business hotel are more concerned by the guests. If the business person is not like a tourist who only pursues comfort, he needs a full range of supporting facilities.

#### (1) Complete room facilities

The business hotel's rooms are not only simple M-stay functions, but also equipped with a living room in the room, so as to meet the needs of business people's temporary meeting, and the furniture and decoration in the room should be based on

business. There should also be a corresponding high and medium-sized meeting turtle around the room, which can be used for various meetings and meetings, and various meetings and business negotiations.

## (2) Perfect entertainment facilities

Business people will have corresponding entertainment activities after business activities, so there should be a variety of entertainment facilities in the hotel, such as KTV, swimming pool, golf course, bowling alley, etc. These facilities are equipped to meet the leisure activities of business people. Demand can also attract more business people's attention.

## Improve hotel ancillary service

The hotel is mainly for business people, and it is necessary to provide relevant supporting services for business people, such as business car trips. When you come to the hotel, you usually come from outside, there is no corresponding vehicle, it is not convenient to travel, plus meeting or business things will make the business people living here feel inconvenient, so if the hotel has commercial vehicles or corresponding supporting vehicles, Make travel more convenient. Considering the cost problem, you can receive a certain fee accordingly. A taxi service can also be provided, and the hotel can book a taxi in advance and finalize the itinerary. This not only facilitates the customer, but also enhances the quality of the hotel's supporting services.

## Price strategy

Price strategy is a very important part of the hotel marketing mix, which directly affects the choice of a considerable number of customers. In the market competition, business hotels must maintain profit margins and ensure occupancy rates. The price factor plays a regulatory role between the two. Generally speaking, hotel pricing is based on cost input, but as a service industry, the price of the hotel is relatively flexible. It can consider various factors such as market, season and customer level, and adjust the price within a large range.

The pricing of rooms and services in business hotels must be based on market prices, customer needs and service costs, and prices must meet the hotel's reputation and quality standards. At the same time, pay attention to maintaining a good relationship with customers in order to negotiate the appropriate price with certain special customers.

## Implement a flexible pricing strategy

In the competition of the hotel, the price is often more than the price. In the case of the same service, the price will still occupy the leading position in the market competition, which can help the hotel to obtain more customers. The price discounts here are mainly in seasonal discounts, volume discounts and channel discounts. In different situations, the hotel can offer more people to the hotel at a discounted price.

### (1) Group discount

This mainly refers to the tour group and some large conference groups. There are some preferential policies. For example, after booking a certain number of rooms, you can get a discount of a few percent, or give something accordingly. Such as meal coupons, fruit, refreshments, etc., this hotel should also be based on time and quantity. In order to better cooperate in the future and for the long-term stable income of the hotel, it is possible to make a large discount to the customers in this case. This is very suitable for the tourism industry in Thailand, mostly for tour group bookings.

For Thailand's tourism industry, July to September is the hottest season in Thailand. Natural tourists are also relatively few seasons. For the hotel industry, it is also a relatively low season. The Thai government now strictly controls public servants to stay in large businesses. The grade of the hotel, therefore, there will be obvious lodging and lodging in this season, generally ranging from 20% to 80%. According to this situation, the policy of seasonal concessions can be formulated to attract more audiences. When you come to stay, you can increase the strength of some discounts, making the number of residents in Thailand increase and improving this seasonal effect.

### Online booking discount

In order to guide customers to register on the hotel's website or to leave more member information, customers who book a room on the Internet will receive a very favorable price. According to the current tourism situation in Thailand, more and more people choose self-help travel, then they will book the hotel on the M network when they choose the hotel, so that customers can save more travel expenses and improve the sprinkling. The occupancy rate of the store room, this offer can also better understand the customer's information, but also save the time and cost of check-in, the effect will be better.

### Distribution strategy

In order to build a good hotel image and let the customer base accept brand recognition, the hotel will continue to design distribution juices. Business hotels are currently the most: the main distribution methods are full of sales, that is, the store agents in the enterprise industry. The previous distribution method: Seven is to be carried out through various traditional advertisements. Nowadays, the steaming method of the shop is starting to reserve the room through the Internet and pay for the room.

### Improve the network sales platform

In the previous analysis of the problem, we mentioned the inconvenience of the payment method. It mainly depends on the overall management system of the shop and does not reach the network system level. The hotel network should be upgraded.

The current management system is still used. A few years ago, the system needed to be updated as soon as possible. For example, it should be added to the GDS reservation system as soon as possible. This is also the most widely available reservation system for customers worldwide.

#### Strengthen cooperation with e-commerce intermediary service providers

The ubiquitous network in today's online society has been used by more and more people and has played an important role in people's minds. Thailand's large hotel industry should also pay attention to this significant change, which can be used in distribution to sell on these platforms. For example: Facebook, YouTube, We chat, QQ and other tools. Through these sales channels to establish a customer base, the relevant information of the point will be linked with the needs of the customer, and the trust of the customer will be established in these communication, and even more customers will be attracted to increase the customer's sense of belonging and loyalty to the company. , thus forming a new sales model. Such an informatized online sales platform can guarantee the loss of these customers and build more trust in long-term maintenance. Second, strengthen cooperation with e-commerce intermediary service providers.

At present, e-commerce is more and more developed, and various middlemen realize their own interests through their own network platforms. The role of such intermediaries cannot be underestimated. Now, in many websites, advertisements for hotels are mixed. Propaganda, this is a new means of publicity, which can open up the sales model and sales scope of the hotel, so as to obtain more cooperation benefits. At this stage, according to the development of hotels in Thailand, I believe that not only the e-commerce cooperation in Thailand, but also the overseas market, it is such an increase in influence, which will bring customers from all over the world to the hotel. The location enhances the strength and international influence of the hotel.

#### Promotion strategy

An important part of the market portfolio strategy is the promotion strategy. The promotion strategy is simply how to promote your products through personnel sales, advertising, marketing and other means, and pass your information to consumers or users. Their interest in consumption, stimulating their desire to buy, in order to achieve their own sales purposes, from the following aspects to elaborate.

#### Proposed promotion plan

Making a reasonable promotion plan is the job that the hotel has to do at each time point. Making a reasonable assessment and plan for the next market cycle is the primary prerequisite for winning sales. In addition to the sales characteristics of the season and month, the promotion plan also shows the hotel's strategy for its own positioning and market segmentation, and makes a reasonable plan and arrangement based on the above factors and characteristics. Various promotional programs are a

great way to promote hotels, especially in various festivals or large-scale events, which can stimulate a few sales potential and promote the successful completion of the hotel's sales plan.

#### Strengthen personnel promotion

Personnel promotion is an effective means of sales in the hotel industry. Because the promoters are in contact with customers, he can communicate in depth with both the customer and the other means of promotion in establishing relationships. It is possible to increase the promotion of people to promote the hotel through a dedicated salesman. These people can be near the shop, the city's main tourist attractions, transportation hubs. The way to do so can be printed and recommended. Special telemarketers can also be set up inside the hotel. Large business hotels in Thailand can adopt the following personnel promotion strategies:

##### Expanding new customers

This includes two-part content, adding a new customer source to the hotel, and another is a promotional new product that attracts old customers to purchase the hotel. Such work is highly demanding for hotel sales staff, requires a wealth of experience, is good at observing customer response and insight into customer experience, and has flexible resilience.

##### Regular sales

The daily promotion of the hotel is indispensable. The salesperson's introduction to the image of the hotel and the introduction of the product is a strong desire for customers to purchase. The promotion staff must establish a long-term relationship with the customer, so that they will win more for the hotel in the future. The opportunity to sell.

##### Vigorously develop mobile phone sales

The placement of the shop advertisement should be considered in a targeted manner, and I can be transmitted through the mobile phone media. For example, through the mobile phone network of the country, Tme move or GSM advance, I mobile phone to participate in the company free two Activities such as Tianzhuyan or fee reduction. Such a called to increase the popularity of the hotel, NJ to win the trust of Shiduo customers, reasonable and appropriate publicity is necessary.

#### Implementation guarantee of marketing strategy for large-scale business hotels in Thailand

The hotel's marketing strategy is a comprehensive system activity. Only a good operation plan is far from meeting the hotel's business objectives. Many jobs work together and complement each other to achieve the ultimate success of the project. In order to ensure the effective implementation of the marketing strategy of large-scale



business hotels in Thailand, according to the current situation in Thailand plus the research and analysis of the market, the research and development of marketing strategy, the rational allocation of human resources management, and the effective cooperation of organizational application processes, Some guarantees for the implementation of marketing strategies for large-scale business hotels.

#### Information security

##### Establish an information management department

In today's market economy in Thailand, the market competition of large-scale hotel industry is becoming more and more fierce, and even more severe forms. The construction of information technology is a powerful guarantee for the effective implementation of marketing strategies to ensure the effective implementation of marketing strategies. significance. For the vast amount of information generated in market research, hotels need to be quickly classified to be able to respond quickly to the market. At the same time, the hotel must have a professional marketing team to conduct timely research on the market, collect information on tracking services for customers, compare actual sales with similar companies, and learn advanced concepts and experiences from the same industry. Make the right choices and long-term plans for the marketing strategy you see.

In addition, a more scientific and standardized market research process should be developed to enable the information collected by the hotel to be effectively processed, to make a reasonable grasp of market changes, and to adjust the marketing strategy from the overall hotel. Strategic deployment.

##### The establishment of information management department

The guest's information file is the most valuable asset in the hotel. It is the most favorable basis for the hotel to grasp the customers in the past, and it can also be an effective means to win repeat customers. At the same time as the customer stays at the hotel, according to the past customer spending habits, prepare in advance to meet the individual needs of some customers, which can enhance the trust and affection of the hotel, and thus win more "returning customers" correct understanding. Consumers need to do the following: (1) anticipate their needs; (2) identify the most demanding services; (3) improve relationships with potential customers; and (4) gain consumer trust by understanding their needs; (5) Understand what guides consumers decide to purchase hotel services; (6) identify sources of information used in making purchasing decisions; (7) determine who and how to influence consumers to purchase tourism products; (8) develop appropriate marketing strategies and the most effective marketing mix Specific content; (9) create a feedback system from consumers; (10) establish effective customer contact work.

##### Improve the customer information database

Therefore, when customers do daily registration, they record the customer's preference information and special needs, establish the basic information of the

customer, save it to the customer's file information database, and analyze the customer's consumer psychology through the data. Hotel resources can be shared. Through this information library, you can grasp the preferences of customers, speculate on their psychology, and prepare more excellent services in advance. third, strengthen market research to ensure that information is true and effective, with the development of the economy.

The marketing channels of the hotel have matured, and the network marketing has achieved initial results. The information volume of the hotel has further increased, especially the feedback from consumers on the opinions of the hotel has increased. In order to ensure the authenticity and effectiveness of confidence, we can start market research work from the following aspects.

Establish a standardized market research system. For a set of standardized market research systems, there should be a lot of content, not only the most accurate specifications of the organizers and implementers of the research work, but also the content, time, place and method of the research. At the same time, it is necessary to clearly define the market for the research area, determine the respondents who are suitable for market research, and arrange the research content reasonably.

Strengthen market research to ensure that information is true and effective

Conduct regular market research activities. On the basis of the research system, the hotel's research work will be carried out in all aspects, then it is necessary to set a time for implementation and conduct market research on a regular basis. It is necessary to conduct research activities in the form of quarters or apricots for half a year, one year, etc. The duration of the survey should be consistent with the content of the survey, and research activities should be conducted in a targeted manner.

Establish a feedback mechanism for the findings. The research activities are targeted. of course, the results of the survey are also a market analysis of this period. after analyzing and processing the data, a conclusion is drawn about the hotel's operating conditions, and it is timely fed back to the relevant leaders. The department, in order to facilitate the decision-making leadership to make timely response adjustments. doing this work can also build a data analysis library on this basis for future reference analysis of this series of data.

Human resources protection

Strengthening the training of human resources

In terms of human resources management of the hotel, it is necessary to strengthen the training of personnel in the large-scale business hotel industry in Thailand. In turn, the management and service capabilities and levels of hotel personnel are enhanced. The hotel must establish a good team work style. Employees who don't focus on customer satisfaction often try to transfer their responsibility for

customer service to other colleagues, so as a member of a team, they are unreliable. If a person at the hotel makes a mistake, his colleagues should try to correct the mistake before the guest discovers it. Customers do not need to know the organization of the hotel to ensure their needs are met. In the hotel survey, it was found that when the customer had a problem, the first employee to be inquired should personally pass the customer's request to the appropriate employee and track the result. This means that the first employee fulfilled the customer's needs and the result was satisfied.

The hotel must also ensure that its employees are familiar with all the services offered to customers. For example, all employees of the hotel should be prepared to inform visitors of what time has changed in the hotel and what changes have occurred to the staff. For example, when the guest is embarrassed to ask her about the hotel's nightclub performance, the hotel will emphasize the importance of advertising and notification.

#### The introduction of high-quality talent

The training programs of some hotels in Thailand need to be further improved to bring them to a higher level in order to promote the development of the organization. Studies have shown that service quality is inversely proportional to employee mobility. Well-trained employees can provide quality services to their guests, which will help the company's image building and actively attract more guests and employees. Some hotels are reluctant to invest in training, which leads to high employee turnover rate and consumer dissatisfaction, and creates a vicious circle. Second, the introduction of high-quality talents.

Because the development of the hotel industry is a service industry, the demand for manpower is relatively high, and it is a labor-intensive service industry. Therefore, hotel management personnel should pay full attention to the quality of employees, in addition to the comprehensive staff. The optimization training must also strengthen the introduction of high-quality talents based on the fact that the level of employees and the number of employees cannot meet the demand. In the introduction of high-quality talents, on the one hand, we must introduce higher-level service personnel to improve the basic service level of hotel consolidation. In addition, the introduction of senior management talents should be strengthened. Through the introduction of senior management talents, the service management level of the entire hotel industry can be improved at a higher level in the short term, thereby improving the overall service quality of the hotel.

Thailand's business hotel industry must pay attention to two aspects when introducing high-quality talents. One aspect is that in order to reduce recruitment costs and improve recruitment efficiency, headhunting companies or professional human resources companies can be used to speed up the achievement of the goal of finding the target talents. Another aspect is to hire talents with business hotel experience to enter the business. The hotel's management and service teams go to

improve the service level and management quality of the entire business hotel.

It can be seen that the introduction of high-quality talents has a very strong boosting effect on the hotel's improvement of service level and management ability, as well as the overall competitiveness of the hotel.

#### **4.9 Marketing environment analysis of large business hotels in thailand**

##### **Economic development level**

Thailand is located in Southeast Asia and has a long history. It has a history of more than 800 years. Thailand is densely populated and has a large foreign population. The existing population is nearly 70 million and its per capita GDP is 4,000 US dollars. It is classified as a middle-income country and is now a developing country worldwide. Thailand's main industry is tourism, with 30% of domestic GDP coming from tourism. Bangkok, the capital of Thailand, is the economic, cultural and commercial center of Thailand. Bangkok is second only to East China in East Asia, especially in terms of its number of economic hotels. Thailand is a Buddhist country with many temples.

##### **Economic and environmental analysis**

Historically, Thailand is a country dominated by agriculture. In the 20th century, Western countries entered the Thai economy. Their access to rice, rubber, tin and some raw materials greatly promoted the development of the Thai economy, but the economic pattern. Relatively single behind. In the middle and late 20th century, the government began to vigorously develop Thai industry, trying to adjust economic development with industry. Since the 1980s, while adjusting the industrial structure of the industry, it has vigorously developed the electronics industry and manufacturing industry. The economy has grown rapidly and is among the top economic growth in Asia. . In the 1990s, the government stepped up its efforts in tourism and promoted the development of tourism and service industries.

Due to its geographical advantages, Thailand is a typical tourist country. Thailand is the third in the world in terms of tourism alone. The prosperity of tourism is the basis for the development of other industries in Thailand, especially the hotel industry, which is closely related to tourism. According to the statistics of the tourism department of Thailand, there are currently more than 5,000 hotels in Thailand, which can provide more than 300,000 rooms, and the number of hotel rooms is growing at a rate of more than 5% per year. Since 2010, Thailand has faced severe political problems and economic problems caused by it. Due to political instability, the tourism economy has received serious shocks. In the past two years, with the political situation, the situation has turned better. The incident shows that external uncertainties have a great effect on economic development. Especially for the tourism industry and the hotel industry that is closely related to this, the number of passengers is the most obvious. Thailand's main source countries are Europe, the United States, Southeast

Asia, China, Japan, South Korea and other countries. In 2013, Thailand's tourism industry contributed more than 3% to Thailand's GDP growth. From 2014 to 2015, due to the weakness of the global economy, especially the slowdown in economic development in Europe and China, the tourism and hospitality industry in Thailand has also been greatly affected, as the number of tourists coming to Thailand has decreased. In the first quarter of 2014, for example, the number of visitors to Thailand in the three months reached 6.8 million, a decrease of 300,000 from last year and a decrease of 4.2%. The economic benefits brought by foreign tourists to Thailand reached 400 billion baht, down 3.1% year-on-year.

Up to now, there have been 26 airports operating throughout Thailand, distributed in major tourist areas and major islands in Thailand. Four of these airports are international airports, which are responsible for the tourism industry in Thailand and the countries of the world. Suvarnabhumi International Airport in Bangkok, Thailand's capital is Thailand's aviation hub. Every day, more than 50 countries from around the world fly to Suvarnabhumi International Airport, making it one of the most dynamic airports in Southeast Asia. Landing at Suvarnabhumi International Airport has opened routes to 32 countries and regions. The development of the Thai road is also very fast. The roads are criss-crossed, in all directions, and the layout is reasonable. The improvement of infrastructure provides an advantage for the basic services of the store.

#### Cultural environment analysis

##### (1) values

Thailand is a country that likes to enjoy life. Some Thai restaurants or shops will close at the weekend. They think that the weekend is a time of rest. It is most important to enjoy the total time. It is only a part of life that makes money. It is not so important. The performance of students in school is also a typical example. The Chinese people's concept is that hard work is the basic principle of children, and Thai people do not regard their achievements as the standard for measuring children. Parents do not regard their children's learning as a standard. Core values, if the child is not good at learning, but in other aspects such as art, music and other aspects will also make parents very happy. The happy life concept that the child is happy.

##### Religious beliefs and customs

Everyone in Thailand is religious, and more than 90% are believers in martyrdom. There are also some people who believe in Islam and Christianity, with a presumed proportion of 4.6% and 0.8%, and others accounting for 0.4%. Buddhism plays an important role in the spiritual world of Thais. They have received the influence of Buddhist thoughts since childhood, and naturally they will do things with a belief in courtesy and compassion. Buddhism is also the national religion of Thailand, and it must be highly respected for Buddhism. For example, you can't climb a Buddha statue; you have to be polite to the monks. Women can't touch monks and so on. When entering the temple, wear it neatly. You can't wear short clothes, short skirts, etc., and

you should wear slippers. Entering the public field can't scream and quarrel, no matter what happens, you can't lose your temper. Thai people love cleaning very much. They can't spit and throw people's enthusiasm. They should be hygienic in public places such as hotels. Pay attention to cleaning problems. Thailand is a cheerful transition and is willing to help others. Therefore, after arriving in Thailand, Thai people are very willing to help foreign tourists, and they can talk to them boldly. Their hospitality will also touch you.

## The political environment analysis

### (1) Political system

Thailand is a typical constitutional monarchy. In the Thai Constitution, the eleven kings of Thailand are the democratic political system of the heads of state. The king is the head of state of Thailand and the supreme commander of the royal family. Sacred and inviolable. The kings will carry out legislative and executive powers through parliaments, cabinets and courts. Congress is divided into upper and lower houses, and the prime minister of the government is elected from among the members.

### (2) Political stability

The economy of a country is closely related to the political situation of this country. The political situation in Thailand has changed a lot in the past ten years, but despite the frequent changes of the government, military coups will happen from time to time, but these are the lives of the people of the country. The impact is not great, so the Thai people are also used to this change. In general, Thailand's country is relatively stable, and government changes and turmoil will not affect the normal operation of society, but it may have an impact on tourism in times of turmoil.

## Competitor analysis

### (1) Competitors at the same level

Peer competition refers to industry competitors with similar scale and positioning. This is evident in the business hotel field in Thailand. There are a large number of hotels in Thailand, geographical location, unified star rating and grade, and even many hotels offering similar services, which directly leads to fierce competition in the Thai hotel industry.

### Non-same competitors

For large business hotels, non-same competitors are mainly from budget hotels. Although the facilities of these hotels are not complete with large business hotels, the service is not as good as that of large business hotels, but their strength is that they are low in price and can meet the basic needs of living. They are often more attractive to ordinary tourists, and self-service apartments are also different. Level competitors, although the price of self-service apartments is higher than that of budget hotels, it is suitable for sharing, well-equipped and homely.

## Customer analysis

### (1) Customers with different purposes

There are many purposes for travel. Regular leisure, entertainment, study, adventure, business activities, academic conferences, etc. can also be divided into free travel, travel agencies, etc. From the perspective of fees, there are self-funded, public fees, company rewards and so on. Therefore, hotels choose hotels, which also have different needs. Different destinations are generated according to the purpose of travel, mainly including the following types:

1. For the purpose of business travel: for the purpose of business activities, the choice of hotel is high, usually FIT and a small number of teams; such customers are business people entering the market to go to work in the field and need to live in a business hotel. Some may be to go to various places to participate in various meetings and need to stay in a business hotel; some may be small group groups visiting or visiting and need to stay in a business hotel and so on.

2. For the purpose of rest and entertainment: to relax and rest, but one person, many people in the town, sprinkle. According to the actual economic situation of the store, sometimes the tour group, the daytime can be long or short, such as: vacation, weekend tour, sightseeing, honeymoon trip, etc., the most variety. This kind of residence customer needs are more varied, need. The hotel can meet its different needs in a timely manner.

3. Customers for the purpose of adventure and study: The purposeful travel may be hunting, rock climbing, drifting, Xia Lie camp. The hotel chooses to be near the project location and has direct access to convenient transportation.

4. Customers with public-funded activities or incentive travel: Public funds often have certain standards, or vacations to reward outstanding employees. Such activities often include some team activities and short meetings.

5. Customers with special motivations. The purpose of the trip is not easy to refine and distinguish. It may be for visiting relatives and friends, attending weddings, funerals, class reunions and other activities of different natures. In-store requirements are often not high.

### Domestic and foreign customers

The customers of large-scale business hotels in Thailand are mainly foreign tourists. About 28 million tourists travel to Thailand every year, of which more than 50% are Southeast Asians, more than 20% are European countries, and the rest are South America, Middle East and other countries and regions. Tourists. Take the first quarter of 2014 as an example: East Asian countries have the largest number of tourists to Taiwan, accounting for more than half of all tourists in Thailand, followed by European tourists, accounting for more than 34%, and again in the Americas, accounting for more than 5%. According to the national analysis, Chinese tourists

accounted for 18%, Russian tourists accounted for 10%, and Malaysian tourists accounted for 9%.

#### Groups, individual customers

Whether it is team customers or individual customers, they also reflect different consumption characteristics. In-depth and meticulous analysis will help the hotel to select the target market, target its own resources, match its efforts with the needs of customers, and the consumption characteristics and demand preferences of group customers and individual customers. There are big differences. For example, the group mainly focuses on the needs of conferences, leisure trips and special activities. The individual customers mainly focus on the needs of business FIT, individual family tourists and government agencies. The main aspect.





## 5. RESEARCH SUMMARY AND PROSPECT

### 5.1 Conclusion

The hotel industry is undoubtedly very important for Thailand, which is famous for its tourism industry. Thailand's natural environment and geographical location are superior, and business hotels are also more mature and leading in the world. This paper deeply analyzes the status quo, problems, environment and solutions of the business hotel industry in Thailand through the marketing mix theory.

First, the analysis of the marketing environment found problems and proposed improvement measures. After analyzing the marketing status of large-scale business hotels in Thailand, I found out the marketing problems of large-scale business hotels in Thailand, and analyzed them. After summing up the problems, they proposed solutions and solutions, and finally proposed The corresponding safeguards. In this system, a comprehensive analysis of the status quo of large-scale business hotels in Thailand emerged.

Second, the main problem facing large-scale business hotels in Thailand is the intensification of competition, because large-scale business hotels not only have to compete with similar hotels, but also compete with small and medium-sized hotels. With the improvement of service facilities for medium-sized business hotels, on the basis of basically meeting the needs of tourists, maintaining a low price, their market share continues to expand. Large-scale business hotels should continue to give full play to their own advantages, maintain service standards, launch new businesses, use capital advantages, and use the Internet platform to continuously push out new and attractive projects and increase the occupancy rate.

Third, the establishment of the ASEAN Community has brought new opportunities for the development of tourism and hotel industry in Thailand. This will promote the increase of people's travel to ASEAN countries. Thailand is more mature in terms of infrastructure and tourism industry than in other countries. In Europe, especially in the case of a sharp drop in Russian tourists, it maintains the protection of hotel income. Thailand's differentiated competition also needs to be strengthened. The service of large-scale business hotels has been continuously assimilated in the free market competition for many years. It is increasingly difficult to protect the uniqueness of its own hotels. To this end, the hotel must continuously increase the training of employees and establish hotels. The brand effect has a place in the market through service quality and brand advantage. With the explosion of the information age, the brand marketing approach is diversified. With the help of the Internet platform, many large-scale business hotels have begun brand expansion, and through the form of chain energy, provide standardized service operations, build hotel networks, and increase hotels. The ability to resist risks.

Of course, my thesis still has a lot of insufficiency. For example, the analysis of the problem can be analyzed from different angles. The method is also simple in solving the problem, and the research is not comprehensive and detailed. These are my future research. In the key direction, large-scale business hotels in Thailand are still undergoing continuous development and changes in practice. Some changes are unpredictable.

Only in practice, we are constantly exploring and making my theoretical system more complete. Large-scale business hotel companies in Thailand have developed market strategies, developed appropriate product strategies, price strategies, improved distribution strategies, implemented effective promotion strategies to further enhance their competitiveness, and solved some existing problems. The Thai government and the Ministry of Tourism also attached great importance. The development of the hotel industry in Thailand has also played a significant role in prospering the domestic economy and stimulating the employment rate in the country.

## **5.2 Prospects**

Different from the image of big hotels in the past, boutique hotels may not have sufficient scale and luxury, but it is definitely the direction and trend of hotel industry development. Investment in business hotels is not very expensive for developers and owners, and management is relatively easy. Because he is mainly based on the room, with the culture, style and personality of the design.

Unlike big hotels, it takes a lot of people to manage and costs a lot. The advantage of a business hotel is that the space area is more flexible, so the design elements can be very active and broad, which gives the designer enough freedom to play.

In the foreseeable future, there will be more small and medium-sized hotels with enthusiasm, fun and personality. They may have only a few dozen rooms, but there must be many fresh and interesting ideas and novel concepts to meet the changing needs of people. The curiosity and the need for fresh experience, more people staying in the hotel, not just to stay overnight, but to experience a sense of novelty and pleasure, so as to experience the fashion life.



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