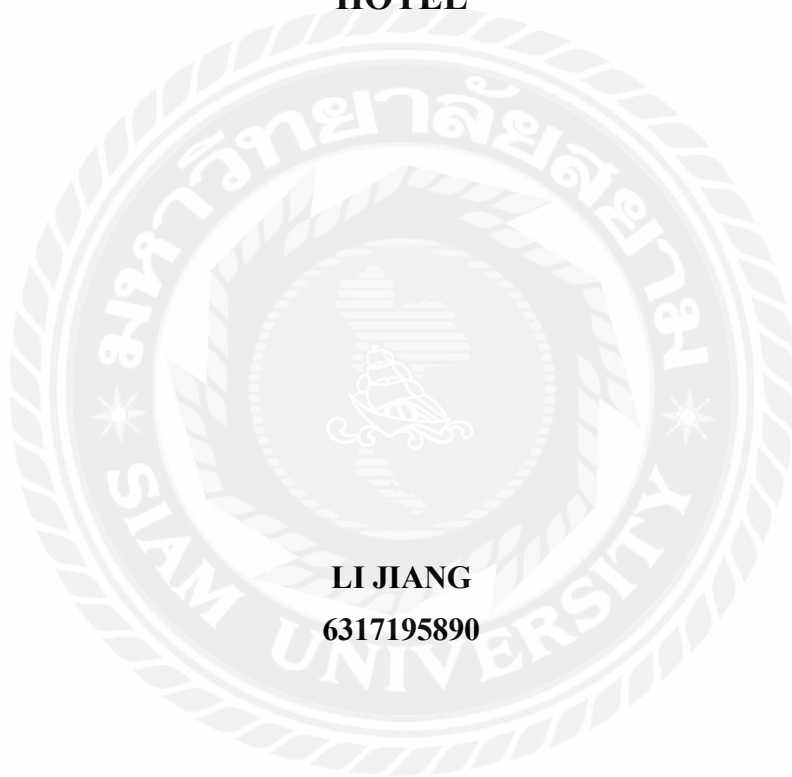




**STUDY ON THE MARKETING STRATEGY OF ZHONGHAO  
HOTEL**



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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS  
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# STUDY ON THE MARKETING STRATEGY OF ZHONGHAO HOTEL

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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### ABSTRACT

With the continuous development of the market economy, the competition in the hotel industry had gradually intensified, through the change of marketing strategy to reflect their own advantages was an effective way to enhance the popularity of the hotel. This study took Zhonghao Hotel as an example, the objectives of this study were: 1) To analyze the marketing status of Zhonghao Hotel based on SWOT analysis; 2) To analyze the market positioning of Zhonghao Hotel; 3) To analyze the 4P strategy of Zhonghao Hotel.

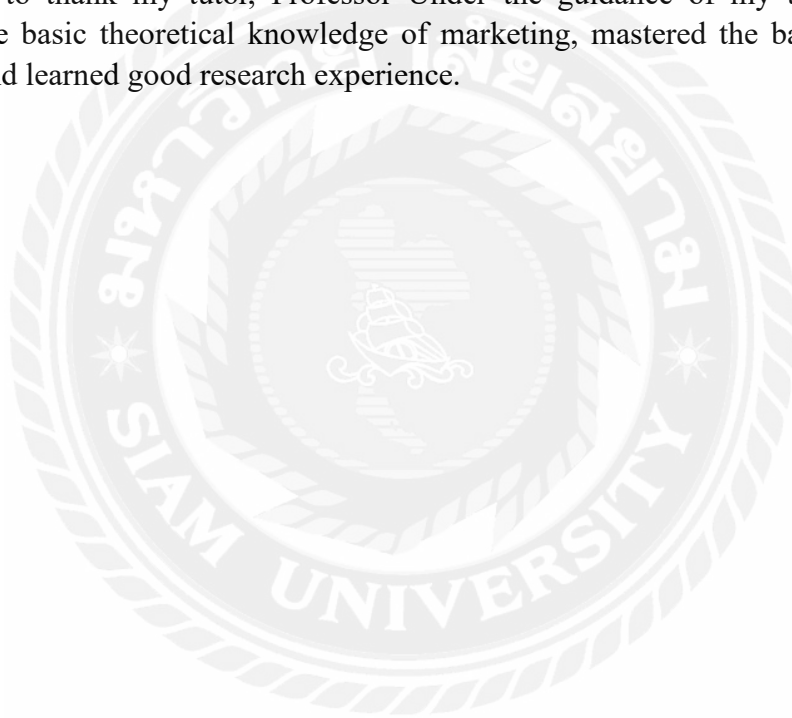
This study applied documentary method to investigate the marketing strategy of Zhonghao Hotel based on SWOT analysis, STP theory, and 4P theory, and analyzed the marketing environment, positioning, and 4P strategy of Zhonghao Hotel. The study found that: 1) Through SWOT analysis, Zhonghao Hotel possessed the advantageous attribute of a superior geographical location; however, their management quality was subpar. The opportunities and challenges that presented themselves were primarily centered around enhancing urban awareness and mitigating the economic crisis caused by the epidemic; 2) Through STP analysis, Zhonghao Hotel was to create brand image in the target market through effective differentiation; 3) Through 4P analysis, Zhonghao Hotel chose a combination strategy for its product direction. The pricing strategy used differential pricing, and the channel strategy relied on a distribution channel model. For promotion, advertising and public relations were the main focuses.

**Keywords:** hotel marketing strategy, SWOT analysis, STP theory, 4P theory, Zhonghao Hotel

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## **Declaration**

*I, Li Jiang, hereby certify that the work embodied in this independent study entitled “Study on the Marketing Strategy of Zhonghao Hotel” is result of original research and has not been submitted for a higher degree to any other university or institution.*



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# Chapter 1 Introduction

## 1.1 Background of the Study

In recent years, the development of China's hotel industry has shown prominent structural differentiation characteristics within the industry. Luxury hotels, represented by five-star hotels, are rapidly shrinking in consumer demand due to national restrictions on "three public" consumption and "eight central regulations". At the same time, due to multiple factors such as high operating costs and the peak of real estate investment, the development speed and scale growth speed of luxury hotels are decreasing year after year. Economy hotels represented by chain hotels such as Home Inns and Hanting Hotels, after experiencing the peak of rapid growth, are now facing a new development situation due to severe homogenization and oversupply.

Jiang & Wen (2020) pointed out that in recent two years, the impact of the COVID-19 epidemic, the hotel industry has also been greatly affected, and the flow of people have been dramatically reduced, and the passenger flow of hotels has been significantly reduced. People's living habits have changed considerably. Video conference has replaced face-to-face communication, and day trips have gradually emerged. Customers don't need to stay in hotels. Of course, people should realize that it is both an opportunity and a challenge. People should explore new options in the hotel market, break the traditional business ideas of the hotel industry and achieve better development. Zhonghao Hotel is located on the west side of National Highway 107 in Shahe City. After renovation in 2018, it has a long history of development. Its geographical location is convenient, the surrounding environment is comfortable, and its business scope is broad, integrating catering, accommodation, entertainment and official reception. Although its business activities are rich and varied, there are still some gaps compared with other high-end hotels in Shahe City, whether in geographical location or in different aspects. If Zhonghao Hotel wants to achieve a long-term development, it must keep up with the trend of the times, keep innovative consciousness at all times, retain old customers, develop new customers and gain more significant competitive advantage.

Zhonghao Hotel is located in the Taihang Mountains, with a pleasant climate and livable environment. About 700 meters north of Shahe New Bus Station. The Shahe The expressway is approximately 4 kilometers long, bordering North Ring Road to the south and Wei San Road to the north. In recent years, affected by COVID-19, the profitability of Zhonghao Hotel has declined, and the surrounding competitive hotels have begun to seize the market. The existing marketing strategies of Zhonghao Hotel are no longer sufficient to support the development of the hotel. To seek new profit channels, Zhonghao Hotel should adjust its marketing strategies promptly. (<https://hotels.ctrip.com/hotels/31316157.html?>)

## **1.2 Research Questions**

Compared to catering companies, these products provided by hotels do not have any advantages. Therefore, it is crucial to study the marketing strategies of Zhonghao Hotel in this article, which is also the main issue to be studied in this article. From an analytical perspective, it can be mainly divided into the following points:

- 1) What is the current marketing status of Zhonghao Hotel?
- 2) What is the market positioning of Zhonghao Hotel?
- 3) What are the 4P strategies of Zhonghao Hotel?

## **1.3 Objectives of the Study**

In response to the three questions raised in this study, the following targeted research objectives can be proposed:

- 1) To analyze the marketing status of Zhonghao Hotel based on SWOT analysis;
- 2) To analyze the market positioning of Zhonghao Hotel;
- 3) To analyze the 4P strategy of Zhonghao Hotel.

## **1.4 Scope of Research**

The focus of this study is to analyze the marketing strategies of Zhonghao Hotels. Drawing on the 4P theory, STP theory, and SWOT analysis, 24 related studies were reviewed to deeply explore the current situation, problem description, and propose improvement measures for the marketing strategy of Zhonghao Hotels. Its purpose is to help Zhonghao Hotel overcome marketing difficulties, improve competitiveness, and enhance service capabilities in a targeted manner. At the same time, it is hoped that this study can reference other hotels with similar issues.

## **1.5 Significant of the Study**

Based on the actual situation of Zhonghao Hotel and the hot spots and development trend of the hotel industry, this paper thinks that the research on Zhonghao Hotel's marketing strategy has the following significance.

Practical significance: Through this study, People can design a marketing

strategy that conforms to the existing market development for Zhonghao Hotel, and change the problematic problems it faces at this stage, which has specific practical significance: clear its own market goals for the hotel, make the hotel marketing activities orderly, and effectively avoid the waste of resources caused by blind activities; Expand market share, gain more profits, maintain the position of the hotel in the hearts of customers and occupy an advantageous position in the market competition; Provide some practical and feasible suggestions for the marketing strategy of similar enterprises.

## **1.6 Limitations of the Study**

When studying the marketing strategy of Zhonghao Hotel, there may be several limitations:

1. Data source limitation: It is difficult to obtain data on the specific situation of hotels, such as customer structure, unit price, market demand, etc. Therefore, the research results may be limited by the data source and availability.

2. Case limitations: As Zhonghao Hotel is only a specific brand case, its singularity and specificity may limit the applicability and promotion of research conclusions.

3. Time limitations: Research on marketing strategies need to consider the market environment and economic situation at the time, so the effectiveness of research results may be affected by time limitations.

## Chapter 2 Literature Reviews

### 2.1 Introduction

This chapter mainly focused on the related theoretical concepts involved in the research of this paper. Based on the content of the first chapter, the theoretical part is briefly introduced to provide academic support for the development of Zhonghao Hotel. The following mainly introduces the marketing concept, marketing environment analysis theory, and marketing strategy combination theory.

### 2.2 Literature Reviews

#### 2.2.1 Hotel Marketing Strategy

Marketing strategy is a long-term planning and decision-making framework used by an organization or enterprise to achieve its market goals. Marketing strategy is "market-oriented business planning to determine how to achieve the company's goals, and distinguish from competitors by meeting the needs of the target market, to achieve long-term profitability" (Homburg and Krohmer, 2013). Marketing strategy is The process of making strategic decisions in the market environment. Its purpose is to determine the product positioning, pricing, promotion, and distribution strategies through in-depth analysis of the market, consumers, and competitors, to achieve the increase of market share and sales revenue. The formulation of a Marketing Strategy usually includes target market and market segmentation, market positioning, market research and consumer behavior analysis, competition analysis, product and brand strategies, promotion and communication strategies, etc. (Kotler, 2016). Therefore, a Marketing Strategy is a comprehensive plan formulated and implemented by an enterprise according to market demand and competition, aiming to achieve market goals and lay the foundation for the long-term success of the enterprise.

At present, there are many scholars' research on hotel marketing, which involves many disciplines and fields, including the research on traditional hotel marketing theory, the application of mathematical models in hotel marketing, and the research on hotel marketing strategy. Among them, the research on hotel marketing strategy has extended to hotel service, culture, brand, relationship, information technology, and other aspects. It has been discussed and studied in detail in every aspect. They not only pointed out some misunderstandings in hotel marketing and the development trend of hotel marketing competition, but also put forward innovations in hotel marketing, which is very representative. From the above theory, people can see that the academic circles mainly pay attention to the importance of social platforms for hotel marketing, and also pay attention to the changes of marketing channels and markets. The market changes at any time, so it is essential to adjust marketing ideas.

Some scholars have many views on hotel marketing, such as hotel internal marketing, network marketing, emotional marketing, brand marketing, experience marketing, and so on. In the aspect of internal marketing, Wotring (1996) thinks that the effective implementation of the internal marketing is the continuation and extension of hotel marketing and the best form of cost saving. The essence of interior marketing concept is to emphasize that hotels should put employees at the center of management, and enterprises need to gain external competitive advantage with the help of interior marketing concepts, technologies, and methods. Good hotel internal marketing should be carried out in shaping excellent hotel culture, establishing a good hotel image, creating a satisfactory environment for internal employees, and creating institutionalized management. Chari (2019) believes that there are three essential prerequisites for the successful internal marketing of hotels: high-level managers attach importance to it, Full participation, and internal marketing as a long-term strategic management. The hotel's internal marketing target groups should include: top managers, department managers, supervisors, employees who directly serve customers, and backstage support personnel. He also pointed out the specific measures to implement the internal marketing strategy: improving the working environment. To improve the contents and methods of human resource management, people should start from three aspects: recruitment, motivation, and training. Fully implement all-staff marketing activities.

### **2.2.2 SWOT Analysis**

SWOT analysis, also known as swot analysis, was proposed by Wilick, a management professor from the University of San Francisco. It is a micro-analysis tool, a thinking and analysis tool that comprehensively considers the internal and external environment faced by an enterprise faces. Ji (2021) stated that SWOT analysis is often used to develop group development strategies and analyze competitor situations, and it is one of the most commonly used methods in strategic analysis. SWOT analysis has several main aspects:

Strengths refer to internal factors of the organization, including: favourable competitive situation; sufficient financial resources; good corporate image; technological strength; economies of scale; product quality; market share; cost advantages, advertising campaigns, etc. (Ji, 2021).

Weaknesses refer to internal to the organization, including: aging equipment; chaotic management; lack of key technologies; backward research and development; lack of funds; poor management; product backlog; poor competitiveness and so on (.Ji, 2021).

Opportunities refer to is the organization's external factors, including: new products; new markets; new demand; foreign market barriers lifted; competitors'

mistakes, and so on (Ji, 2021).

Threats refer to those that are also external to the organization, including: new competitors; increased substitution of products; market tightening; changes in industry policies; economic recession; changes in customer preferences; and unexpected events (Ji, 2021).

Regarding the SWOT analysis of hotels, Button (1996) stated that the geographical location of a hotel is often one of its advantages, while the disadvantages are mainly reflected in internal management. Opportunities typically come from policies, and challenges usually come from competitors.

Christopher (2016) stated that relationship marketing is a favored advantage in hotel management, therefore it must be taken into account in hotel SWOT.

### **2.2.3 STP Theory**

Kotler (2019) pointed out that STP theory is a commonly used strategy model for segmentation, positioning, and pricing in marketing, with its three core elements being segmentation, targeting, and positioning. His theory is explained as follows:

Segmentation refers to segmentation refers to the division of the entire market according to specific characteristics and needs, organizing consumers with similar characteristics and needs into small market segments. This process can be based on different factors, such as geographical location, age, gender, income, interests, and hobbies. By segmenting markets, enterprises can better understand and meet the needs of different segmented markets (Kotler, 2019).

Targeting refers to a target market as a market that selects one or more segmented markets as the primary target market for an enterprise, which is a market that focuses on and invests resources. The selection of target markets can be based on various factors, such as market size, competitive situation, growth potential, etc. By selecting target markets, enterprises can more effectively utilize resources and provide more valuable products or services (Kotler, 2019).

Positioning refers to the establishment of a unique position and recognition in the minds of consumers by shaping a company's amazing image and outstanding value in the target market. Positioning is to differentiate oneself from competitors, highlight the advantages and core values of the enterprise, and thus win the trust and loyalty of consumers. Enterprises can achieve their positioning goals by designing brand images, conveying clear value propositions, and providing differentiated products or services (Kotler, 2019).

The core idea of STP theory is to segment markets, select target markets, and effectively position them to meet the needs of consumers to the greatest extent possible and establish a competitive advantage. This theory plays an essential guiding role in the formulation and execution of marketing strategies.

Regarding the target positioning of hotels, Blankson's (2006) viewpoint suggests that market segmentation should be directly related to the age of customers who stay, so paying attention to customer age stratification is crucial.

Downie (1997) stated that the motivation for consumption is also a necessary mitigation in formulating STP strategies, and therefore, this must also be considered when developing hotel STP strategies.

Jiang (2020) stated that the selection of target markets needs to be analyzed based on numerous data. For the hotel industry, the choice of target markets has a certain degree of complexity and requires selecting appropriate market positioning based on competitors, oneself, and the marketing environment.

#### **2.2.4 4P Theory**

The 4P theory is a framework used in marketing to describe and manage marketing strategies. Zeitham & Gremler (2009) include the 4Ps, which are mainly the four factors that affect the marketing activities, i.e., merchandise, price, channel, and promotion.

(1) Product refers to understanding the latest technology reflects the characteristics of the product, emphasize the role of the product.

(2) Price refers to it is necessary to determine the specific product price according to the market.

(3) Place refers to the products that are sold to customers in a variety of ways, rather than by manufacturers and customers for direct trade, but by distributors or agents.

(4) Promotion refers to enterprises through price reduction, discount, buy one get free means to increase the sales of products, enhance consumers' purchasing power, of course, this means it can not be used for a long time.

McCarthy (1961) also put forward the 4P theory; he deepened and continued his view on the basis of predecessors, and highlighted the Marketing mix method with 4Ps as a core, and then popularized this Marketing mix. The application of four factors,

namely Product, Price, Promotion, Channel, and Distribution, and Place and Distribution, to the marketing process, forms four marketing strategies.

Tan (2021) pointed out that the 4Ps are mostly used in the service industry. Product strategy mainly studies new product development, product life cycle and brand strategy, which is the basis of price strategy, promotion strategy and distribution strategy. Price strategy, also known as pricing strategy, has four main objectives: the main purposes of promotion strategy are: transmitting information, strengthening cognition, highlighting characteristics, inducing demand, guiding consumers, expanding sales, breeding preference and stabilizing sales. Channel strategy refers to the sales channel used to achieve the purpose of product distribution. Pyper & Grant (1981) shows that knowledge workers, white-collar employees, managers and some consumers add extra value to the supply of existing social total products or services, which is often very significant; Process, a process in which services are realized through certain procedures, mechanisms and activities (that is, consumer management process), is a key element of marketing strategy. Physical Evidence, including services.

### **2.3 Company Background**

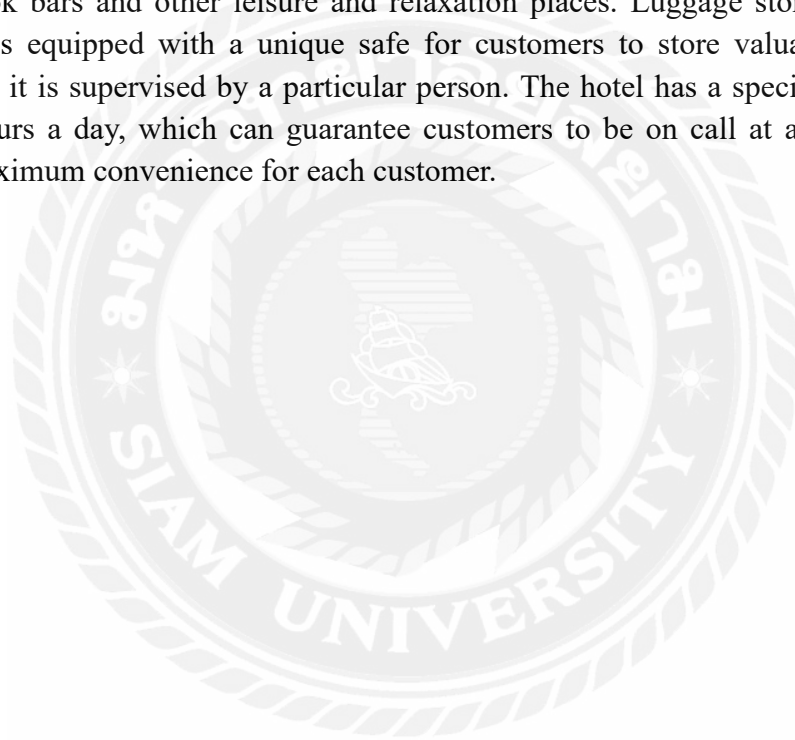
Zhonghao Hotel was established in 2019 as a luxurious hotel that integrates guest rooms, dining, and conferences. The hotel is located at 518 Renmin Street, Shahe City, opposite the Municipal Civil Affairs Bureau, with a superior geographical location and convenient transportation (<https://www.cnhol.cn/index.aspx>). Zhonghao Hotel is meticulously designed and built according to star standards, and is equipped with a ground parking lot that can accommodate more than 120 vehicles simultaneously. The hotel is located in the core commercial and leisure area of the city. The dining style is unique, and the guest room is warm and comfortable, making it an ideal choice for your business, meetings, and family gatherings. The hotel has more than 120 standard single rooms, business standard rooms and deluxe suites as well as 24 new Chinese catering rooms. The four independent banquet halls located on the third and fourth floors of the hotel can accommodate over 1000 people for meetings and dining, making them an excellent choice for your wedding and conference.

Zhonghao Hotel, a nine-story hotel, has five large banquet halls, 14 elegant rooms and nearly 80 high-grade rooms. It can provide 2,000 people with meals and more than 100 people with accommodation at the same time. It is a comprehensive business hotel integrating banquets, housing and conferences. At present, the hotel has a total of 58 employees, including 53 service personnel and 5 management personnel. The purpose of the hotel is to "go through a city, find a room and get rid of your fatigue". The hotel's catering is concentrated on the first floor to the fourth floor, providing exceptional food from all over China. There are many room types for customers to choose from, ranging from luxury rooms for family living to meeting



rooms for business. Customers can choose according to their own needs. The rooms are fully equipped, and the meticulous and thoughtful service brings customers a feeling of home. The banquet hall hosts wedding banquets, full moon banquets, business meetings and other activities, and the hotel is responsible for scene layout, which is well received by customers.

The hotel provides parking services, entertainment services, catering services, luggage storage services, flower reservation services, car rental services, car calling services, 24-hour lobby services, 24-hour security services, etc., among which parking services include parking lots, which can accommodate 200 parking spaces at the same time, and customers can park for free. Catering services include barrier-free rooms, Chinese restaurants, children's meals, etc., and entertainment services include tea spaces, book bars and other leisure and relaxation places. Luggage storage service: The hotel is equipped with a unique safe for customers to store valuables free of charge, and it is supervised by a particular person. The hotel has a special person on duty 24 hours a day, which can guarantee customers to be on call at any time and provide maximum convenience for each customer.



## **Chapter 3 Research Methodology**

### **3.1 Introduction**

This study is conducted using the documentary research method. This chapter mainly focuses on the research methodology and specific implementation of this paper to analyze, firstly, the overall research methodology of this study is summarised, secondly, the research design and process of this study is discussed in detail, and finally, the method of data collection is summarised to provide essential references for the research and formulation of internal marketing strategy of Zhonghao Hotel.

### **3.2 Research Design**

This paper starts with the research and design. First, it summarizes the existing problems in marketing of predecessors, and points out the relevant issues that should be paid attention to in the process of formulating marketing strategy. Then it analyzes the marketing strategy operation of Zhonghao Hotel with SWOT theory and STP theory, and points out the marketing environment of Zhonghao Hotel. Finally, based on the 4P theory and the development of hotel marketing work, the possible problems in hotel marketing work were analyzed. By summarizing the conclusions of this study, the foundation for hotel marketing work was laid and corresponding solutions were provided.

Specifically, this study first summarizes the research framework of this paper by studying scholars' theories on marketing strategies; Secondly, by summarizing the papers of scholars on hotel marketing strategies, analyze the specific research methods to be adopted in this paper. Finally, based on research methods and the actual operation of Zhonghao Hotel, analyze the paper environment, market positioning, and marketing strategies of Zhonghao Hotel.

### **3.3 Data Analysis**

In the research and design process, the literature is sourced from various well-known literature platforms, including CNKI, Wanfang, Panda Academy, etc. In terms of literature screening, the core journals of each forum are mainly used, which are more credible. At the same time, the latest theories or famous marketing theories and viewpoints mentioned in this study, such as SWOT theory, STP theory, and 4P theory, should be screened as much as possible. Both are widely recognized theories, and the reliability of the analysis used in this article is better. The analysis tool mainly uses the analysis library provided on the official website to extract journal content with a high download volume for reference. The main viewpoints and theoretical basis adopted in this study are those of scholars with high academic status who can explain their views.

The final strategy is mainly summarized by studying the relevant strategies within Zhonghao Hotel, and the proposal of suitable suggestions is based primarily on analyzing the strategies adopted by the enterprise before, identifying and filling in gaps, and proposing constructive strategies that can be implemented in the future.



## **Chapter 4 Finding and Conclusion**

### **4.1 Introduction**

This chapter combines the SWOT, STP, and 4P theories mentioned earlier, and analyzes with literature research methods. It is pointed out that the advantages and disadvantages of Zhonghao Hotel mainly lie in its geographical location and management quality, as well as opportunities and challenges, such as improving urban awareness and financial positions triggered by the epidemic; The market positioning of Zhonghao Hotel is mainly to create brand image in the target market through effective differentiation; The 4P strategy of Zhonghao Hotel specifically includes product design based on combination strategy, price strategy based on differential pricing, channel strategy based on distribution channel model, and promotion strategy based on advertising and public relations.

### **4.2 Current Marketing Status of Zhonghao Hotel Based on SWOT Analysis**

Regarding the marketing environment of Zhonghao Hotel, specific SWOT research will be conducted.

#### **Strengths**

##### **(1) Superior Geographical Location**

Zhonghao Hotel is located on the west side of Jingguang Road in Shahe City, with convenient transportation and multiple bus stops. Next to the hotel is Weisan Road, which is only a ten-minute drive from the entrance and exit of the highway. The surrounding sightseeing and tourism routes are abundant, and a fifteen-minute drive allows you to enjoy the beautiful sea of rapeseed flowers. It is far from the city center, with convenient parking and no traffic congestion.

##### **(2) Relatively Abundant Customer Sources**

Shahe City enjoys the reputation of "City of Glass", and its economic development is among the best in the urban area of Xingtai County. With the change of the times, Shahe has become an important business center, and many entrepreneurs and business people will come here for business negotiations. Because of this, Zhonghao Hotel has a stable and prosperous customer source. Secondly, the hotel has a wide range of government reception and convenient office space, the comfortable living environment and delicious dining make Zhonghao Hotel as the first choice for government reception.

### (3) Rich Tourism Resources

In recent years, the municipal government has been vigorously developing tourism routes. In 2020, the Tourism Development Conference of Xingtai City was hosted by Shahe City, attracting many tourists from surrounding counties and cities. The International Cycling Race was also held around Taihang Mountains. Shahe City has built tourism routes, and more and more people have learned about the beauty and characteristic culture of Shahe City. Some organic eggs and vegetables in the western region, and coarse cloth workshops have also attracted people to buy. The Local Hongshigou Ecological Leisure Farm, Peach Blossom Garden, Wangnao Ancient Village, Xingtai Garden, Love Mountain, and the surrounding Grand Canyon in Shahe City has attracted tourists to visit and visit. Shahe City's popularity is also increasing, and the convenient transportation of Zhonghao Hotel has driven the development of Zhonghao Hotel business.

#### **Weaknesses**

##### (1) Professional Management Level Needs to be Improved

Zhonghao Hotel has always had problems with management, mainly due to the lack of well-developed systems and a standardized service process. The management and operation of hotels mostly relies on previous experience, which has significant limitations. Hotel management is also prone to accidents.

##### (2) Lack of Professional Management Talents

Currently, only 24.1% of employees in Zhonghao Hotel have a college degree or above. Currently, there are many majors and colleges related to hotel management across the country. However, most of the knowledge learned by students is mainly applied to high-star hotels, and most internships are also conducted around five-star hotels in big cities. There are few students interning at county hotels, resulting in a generally low education level for local hotel management personnel.

#### **Opportunities**

##### (1) Sustainable Development of Tourism Economy

With the development of China's economy, various tourism activities have become a popular choice for citizens to relax and relax. The implementation of national statutory holidays has made the working class the main force of tourism. The Tourism Culture Development Conference and International Cycling Race held in Shahe City has opened the way for developing the tourism market, attracting tourists from all over

the world. The location of Zhonghao Hotel is very convenient, attracting tourists to come and stay.

## (2) Strong Market Demand

People's living standards are getting higher and higher; no longer just satisfied with material enjoyment, but more emphasis is placed on pursuing spiritual happiness. The delicious food and excellent accommodation experience provided by Zhonghao Hotel has left a good impression on customers. With the improvement of Zhonghao Hotel's reputation, more and more customers are willing to visit the hotel for consumption. To effectively respond to the epidemic and bring specific development opportunities to the hotel, Zhonghao Hotel is regarded as an isolated hotel; the increase in hotel occupancy rate has driven the improvement of hotel efficiency. Hotels need to continuously meet customers' pursuit of spirit and adjust their marketing strategies.

## Threats

### (1) Intensified Local Competition

People's lives are getting better, their consumption levels are getting higher, and the local hotel industry is fiercely competitive. More and more people have more choices. Some hotels with unique decoration styles attract many customers, while some specialty restaurants often attract people to consume. These have brought competitive pressure to the development of Zhonghao Hotels. Zhonghao Hotel can only improve its strength to make up for its shortcomings and strive to obtain more customers.

### (2) Impact of COVID-19

The global COVID-19 epidemic has lasted for three years, and has had an indelible impact on the economic development around the world, affecting the development of all walks of life. Zhonghao Hotel has also been significantly impacted. People stay at home to avoid the invasion of the virus. Under the influence of the epidemic, the government requires hotels to close down and restrict the gathering of personnel. Business people also choose more video conferences, which reduces the hotel occupancy and dining activities, Increased the operating costs of the hotel.

According to the previous analysis (Helms, 2010), the internal strengths, weaknesses, external opportunities and threats of Zhonghao Hotel are integrated into the SWOT analysis matrix, to better understand the situation of Zhonghao Hotel and prepare for better strategy selection (as shown in Table 4.1).

Table 4.1 SWOT Analysis Matrix

Internal factor	Internal advantage	Internal Weaknesses (weaknesses)
External Factor	Located on the west side of Beijing-Guangzhou Road, the transportation is convenient: the surrounding tourist routes are rich and close to the high-speed exit; There are many tourists and business people.	The management technology is not high and the management system is not standardized; The professional quality of employees needs to be improved, management talents are lacking and the quality of personnel is low.
External Opportunities (opportunities)	SO Growth Strategy	WO Strengthening Strategy
The opening of Zanshan Airport will attract more passengers, rich tourism activities and improve the city's popularity, attracting tourists from all over the world: customers pursue spiritual enjoyment and improve the hotel occupancy rate.	With the help of rich tourism activities, people can lock in some enterprise users, improve service quality and efficiency, and bring more spiritual enjoyment to customers.	Increase advertising in the airport, increase exposure: strengthen staff training, pay attention to the core needs of tourists, improve guest satisfaction; hotel decoration and renovation, organically integrate with tourism activities in Shahe City, and form the differentiation of service experience.
External Threats (threats)	ST Defense Strategy	WT Hedging Strategy
The intensification of local competition has led to the outflow of passenger flow: affected by the COVID-19 epidemic, the number of trips have decreased, and the number of people gathering activities have decreased, resulting in a decline in passenger flow.	Give full play to geographical advantages, provide exclusive shuttle service, and reduce the threat of competition;	The Zhonghao forces with other well-known brands to raise awareness: avoid the competitive threat brought by international hotels.

### SO Strategy

The combination of the advantages and opportunities of Zhonghao Hotel has formed the hotel's SO growth strategy. The hotel's advantages include superior geographical location and sufficient customer sources, external opportunities such as the arrival of the era of mass tourism and strong market demand, which has brought abundant passenger flow to the hotel and is also conducive to seizing market

opportunities.

### **WO Strategy**

The combination of the disadvantages and opportunities of Zhonghao Hotel forms the hotel's WO strengthening strategy. The disadvantages of the hotel are reflected in low management technology, lack of standardized management systems, and lack of management talents. The opportunities are reflected in the increasing number of customers in the hotel. Combining the disadvantages and opportunities constitutes the hotel's WO strategy, which can improve guest satisfaction, organically integrate with tourism activities, and form a differentiated service experience.

### **ST Strategy**

The combination of the advantages and threats of Zhonghao Hotel has formed the hotel's ST strengthening strategy. The external threats are reflected in the impact of the COVID-19 in recent years. The number of customers has declined relatively. The internal advantages are convenient transportation. The number of tourists in Shahe City has increased. The combination of threats and benefits has formed the hotel's ST strategy, which can give full play to the location advantages, create theme rooms and supporting services, and meet the unique needs of customers, To increase sales.

### **WT Strategy**

Combining the disadvantages and threats of Zhonghao Hotel has formed the hotel's WT defense strategy. The hotel's disadvantages mainly lie in the need to improve the quality of management personnel, while the threat is intensified competition, which constitutes the hotel's WT strategy. Zhonghao Hotel should collaborate with other well-known brands to improve its own reputation, avoid external threats, and promote the development of the hotel.

Based on the above analysis, Zhonghao Hotel in Shahe City adopts an SO growth strategy, fully leveraging its strengths, seizing opportunities, overcoming weaknesses, avoiding threats, and organically combining the options and advantages of Zhonghao Hotel to summarize an effective marketing strategy for the future development of the hotel.

## **4.3 The Market Positioning of Zhonghao Hotel**

Based on the summary of the SWOT matrix results and the actual operation of Zhonghao Hotel, the STP strategic analysis of the hotel can be concluded as follows:



### **4.3.1 Market Segmentation**

The hotel market is composed of many different consumer groups, and hotels must adopt differentiated and personalized marketing strategies. Therefore, when segmenting the market, Zhonghao Hotel should provide targeted services based on the characteristics and needs of their customers, and then select certain groups as their Target market based on their own operating environment and conditions. Zhonghao Hotel mainly conducts market segmentation based on consumer demand level, consumer income level, and consumer age.

#### **1 Consumer Demand level**

Business guests pay more attention to the convenience of transportation and tend to prefer hotels with convenient geographical locations. They have higher housing standards, and Zhonghao Hotel can provide hygienic and comfortable rooms and charge reasonable room prices. Tourism consumers have strong seasonality and are also sensitive to prices. They pay attention to the warm atmosphere of family style. Zhonghao Hotel can provide family rooms, and comfortable and thoughtful services can bring customers a sense of home. Conference consumers mainly include companies, enterprises, and government agencies, who often purchase large quantities and have a high total amount, and are relatively insensitive to prices. The conference rooms of Zhonghao Hotel are fully equipped, which can ensure the diverse meeting needs of guests. Zhonghao Hotel provides business meetings, political meetings, cultural exchange meetings, professional academic meetings, etc. The layout of conference venues needs to be selected based on the different content of the meeting.

#### **2 Consumer Income Level**

Low-income groups often come to hotels to consume for the sake of delicious food. They are more focused on material satisfaction, while middle-income consumers. Although their consumption structure has been dramatically improved, there is still relatively little pursuit of enjoyment, while high-income consumers mainly focus on meeting their spiritual needs. Zhonghao Hotel can provide a good dining and accommodation environment, and also bring better entertainment experiences.

#### **3 Consumer Age**

Young people are often more willing to travel, and they are full of curiosity about the unknown. Every holiday, they become a consumer group for hotel accommodation. Middle-aged people have a greater demand for business trips and meetings, and they also take their families to travel, bringing many customers to Zhonghao Hotel. Older people are more likely to be brought by their children to travel or hold birthday banquets, where they can see the figures of the elderly; different age groups also have

different choices for Zhonghao Hotel.

#### **4.3.2 Selection of Target**

Select the target market for Zhonghao Hotel based on the previous market segmentation of the hotel and the current market situation.

##### **Consumer Income Level**

The construction level and scale of Zhonghao Hotel are relatively high, at the mid to high-end level. The economic development level and people's financial income of Shahe City have greatly improved. In addition, the tourism market has developed well in recent years, and more and more people come here for sightseeing and tourism. The hotel faces the mid to high-end market, providing higher standards of accommodation and catering.

##### **Consumer Demand Level**

Based on the development of Shahe City in recent years, tourism resources have gradually become abundant. Every specific season, many tourists come here, bringing considerable benefits to hotel accommodation and catering consumption. Zhonghao Hotel takes advantage of the peak tourism season in Shahe City to meet the needs of more leisure and vacation consumers. With the rapid economic development of Shahe City, some business activities are also increasing, and more people come for business exchanges, the conference market also has a variety of forms, including business meetings, political meetings, and cultural exchange meetings. These are activities that occur around us in daily life. Zhonghao Hotel seized the opportunity to develop these markets.

##### **Consumer Age**

Hotels can provide a variety of product types to attract consumers of all ages, and the high-quality service offered by Zhonghao Hotel provides a good experience for these customers. However, based on the current development situation of the hotel, teenagers and middle-aged people are the consumer groups chosen by Zhonghao Hotels. They have rich social activities and are more willing to use the hotel's environment to meet their needs. Zhonghao provides attentive services, and sincerely treats every consumer.

#### **4.3.3 Positioning**

The market positioning of Zhonghao Hotel in Shahe City is to create a brand

image in the target market through effective differentiation. The purpose of the hotel is to "make and retain every customer", coupled with its convenient geographical location, complete hotel room facilities, and thoughtful service; therefore, the market positioning of the Shahe Zhonghao Hotel is as a "convenient living home". The positioning of the hotel is reflected in its geographical location, surrounding environment, and consumption which can provide customers with a convenient experience. The Shahe Zhonghao Hotel is located on the west side of Jingguang Road, with a superior geographical location and convenient transportation. It is only a 15 minute drive from the train station and a 10-minute drive from the highway exit. The Hotel provides a large number of parking lots, complete security facilities, and multiple bus routes around, making it convenient for customers to travel; there are many convenience stores around the hotel, with various delicious snacks and creative shops everywhere, providing customers with a leisure shopping environment. The hotel's room layout is also warm and comfortable, with meticulous and thoughtful services, giving customers a sense of home. The hotel lobby is spacious and bright, allowing them to drink tea and relax, allowing customers to relax physically and mentally. The hotel provides local cuisine to meet customers' taste buds. The banquet hall Meeting rooms can meet customers' business needs, and customers can enjoy a comprehensive living experience. By positioning the hotel in the market, Zhonghao Hotel in Shahe City can establish a unique and competitive image in the minds of consumers, occupy a large market position in the hotel industry, enhance the hotel's competitiveness, and help improve economic efficiency.

#### **4.4 The 4P Strategy of Zhonghao Hotel**

Combining SWOT's marketing environment analysis and STP's strategic positioning analysis, applying the 4P theory, the marketing strategy of Zhonghao Hotel is as follows:

##### **4.4.1 Product Strategy Analysis**

Hotel services are also a form of product, and hotels need to optimize and combine hotel products according to the personalized needs of consumers, to attract more consumers. At the same time, they can also launch some new products to continuously optimize their own products, attract consumers' purchasing desire and generate purchasing behavior.

From the perspective of product mix strategy, Zhonghao Hotel is mainly classified according to consumers' Consumer behavior, including business guests, holiday tourism consumers, and the market. It provides corresponding catering and accommodation services according to consumers' needs. The product strategy of Zhonghao Hotel is analyzed from the aspects of product mix strategy and Product

development strategy.

### Product Portfolio Strategy

Zhonghao Hotel mainly operates accommodation, catering, banquets, and various conference activities. For some entertainment activities such as billiards halls and gyms, it is not within the central business scope and belong to the auxiliary business scope. Regarding product portfolio expansion, Zhonghao Hotel has launched unique offer rooms, standard rooms, luxury rooms, and hour rooms, enriching the length of accommodation products. In terms of catering, it has found various Specialty cuisine. In terms of banquet products, guests holding wedding banquets can decorate the wedding hall according to the preferences of the new couple, and provide separate rooms for the bride to change clothes and dress up. It also provides housing discounts to family and friends groups, and offers free cakes Red wine, wedding rings, etc., are held in a romantic wedding ceremony according to the requirements of the newlyweds, creating a high-end private customized style for the guests' wedding to leave a deep impression on customers, establish the hotel's image, and provide free hosts and stage programs for the newlyweds, adding a lively atmosphere to the banquet activities. In terms of conference products, the overall price of venue layout, catering, banquet, tea, electronic screen usage, etc. are provided, To meet their meeting needs, People can also offer butler-style services, debug LED electronic screens, help prepare the necessary items for the conference, pour tea for the meeting personnel, and make customers feel great convenience. Continuously improving service quality and standards, constantly learning to make more delicious and diverse cuisine.

Regarding product portfolio reduction, for some products that are less used by customers and have less profit potential, time reduction is necessary. For example, in the context of the epidemic, to prevent personnel gathering, the frequency of use in some banquet halls is significantly reduced. Hotels can appropriately reduce banquet costs and monitor the latest epidemic prevention and control policies, making timely adjustments to banquet products.

Table 4.2 Hotel Related Products

Product category	Name	Characteristic
1 Catering Products	Staple food, Local Cuisine, Desserts, Hot Pot, Barbecue, Beverages	Various Chinese Dishes with a Wide Variety

2	Accommodation Products	Exceptional King Room, Special Twin Room, Standard Twin Room, Standard King Room, Deluxe Suite, Hour Room	Complete Facilities and Attentive Service
3	Banquet Products	European Style, Chinese Style, Flower Sea Style, Wedding Banquet Table, Host, Electronic Equipment, Program Performance	Unique Style, Meeting Customer Personalized Needs
4	Conference Products	Small Conference Rooms, Medium-Sized Conference Rooms, Large Conference Rooms, Supporting Services	Fully Functional and Advanced Equipment

### **Brand Strategy**

Brand strategy includes brand positioning, brand name selection, brand ownership, and brand development. A brand is an intangible asset of a hotel and a significant intellectual property right, forming a particular influence on the hotel in society. A good brand can enhance the value of the hotel and have a value-added effect on the hotel. Zhonghao Hotel has promoted its brand name as "Jin Sui" and has established a good brand image locally.

### **Product Development Strategy**

Product development strategy includes concept generation, concept screening, concept development and testing, Marketing strategy formulation, Business analysis, product development, marketing testing and commercialization. From the perspective of Product development strategy, the management of Zhonghao Hotel will discuss whether to develop new products according to the market situation and customer needs. At present, the hotel's products are relatively comprehensive, but they are all common products. The novelty of the products still needs to be improved. In terms of catering, diversified development has been carried out, and special dishes such as Chongqing hot pot, Korean food, Hong Kong style Cha chaan teng, etc. have been introduced, It can also improve the quality of catering, create the "Shahe on the Tongue" series of food products, attract customers' consumption, and enhance hotel popularity. Enhance the hotel's visibility. In terms of accommodation, develop some themed rooms, such as children's rooms, to provide customers with personalized and exclusive rooms.

## **4.4.2 Price Strategy Analysis**

### **Pricing Method**

The pricing method refers to the specific mode of determining the basic price level of each particular hotel product and service. Different pricing methods will affect the sales profit of the enterprise, so scientific and reasonable pricing methods should be adopted. At present, the pricing methods adopted by Zhonghao Hotel mainly include Cost-plus pricing and follow the market method.

Cost-plus pricing. This is a cost-based pricing method, which is the most intuitive and feasible

It is also the most reliable. Based on the cost price of the hotel product, 120% is the final sales price of the hotel product. In the actual sales process of the development, Zhonghao Hotel adopts the Cost-plus pricing for catering and accommodation products. The hotel will take the cost price, profit and tax of the product as the standard, and the product sales price is the sum of the cost price, profit and tax, to serve as the sales price of the product. Follow the market approach. Not higher than competitors, nor lower than similar products of competitors, and according to market demand conditions adjust product prices based on changes in competitive situations.

Zhonghao Hotel adopts a tiered pricing approach in terms of pricing. Deluxe suites are set for mid to high-level consumers, with higher prices and better service. Ordinary standard rooms are priced at a lower cost of approximately 150 yuan per room, specifically for bottom-level consumers.

### **Price Strategy**

Pricing mainly includes new product Pricing, discount Pricing and differential Pricing.

Pricing for new products. New products are related to the future and development direction of enterprises. Market research is used to determine product prices. When Zhonghao Hotel puts new products into the market, the hotel first proposes the product prices, and then determines the final price through market research.

Discount Pricing. Discount pricing is essentially a price reduction strategy that encourages consumers to purchase and increases market share. For example, members may enjoy a 10% discount when making purchases, while nonmember consumers may not enjoy the discount policy. Some group-buying tourism groups may enjoy a 15% discount on room prices when ordering rooms. The more rooms they book, the greater the value they will enjoy, and the price difference between new and old customers; different prices are generated based on customers' different consumption abilities and demands.

Differential Pricing. Differential pricing based on product differences. Hotels do not price products of the same quality at different cost ratios, but instead based on other appearances and styles. The fundamental reason for product differential pricing is that different types and styles have additional attractiveness to consumers. For example, in the decoration style of Zhonghao Hotel, there is a significant price difference between ordinary rooms and luxury rooms, although the content and quality are entirely the same. Take the prices of large bedrooms with different decoration styles at Zhonghao Hotel on the same day as examples: 128 yuan for a particular room (market price), 168 yuan for a regular large bedroom (market price), and 388 yuan for a luxury large bedroom (market price).

Table 4.3 Hotel Product Prices

	Product Room Type	Product Price
Accommodation Products	Special offer king bed room	128 yuan
	Particular double bedroom	128 yuan
	Standard twin room	168 yuan
	Standard Double	168 yuan
	Deluxe Suite	388 yuan
	Hour room (4 hours)	90 yuan

#### 4.4.3 Channel Strategy Analysis

##### Selection of Distribution Channels

Direct sales channels. The hotel does not sell products directly to guests through any intermediary; that is, guests buy products now from the hotel. Generally, there are three direct sales channels to choose from. The hotel sells hotel products and services now to guests visiting the hotel. Customers can also book products from Zhonghao Hotel through telephone, fax, Internet and other channels. With the wide application of information technology, the hotel's essential Marketing channel is the network; another, direct sales channel is for Zhonghao Hotel to set up its own sales points within its operating areas or target market areas, such as at airports, stations, etc., and sell directly to guests.

Indirect sales channels. With the internationalization of the tourism market, it is difficult to attract guests scattered around the country through direct Marketing channels alone. Zhonghao Hotel sells its products to retailers at a lower price, and the retailers organize customers. Based on price negotiations with wholesalers, Zhonghao Hotel also deals or books its products to wholesalers in Bulk sale at a price significantly lower than the market price. The wholesalers entrust retailers to sell their products to the final guests.

## **Distribution Channel Model**

Zhonghao Hotel - Customers. The hotel directly sells products to customers, including customers who book through the hotel website and offline, as well as customers who consume directly at the hotel front desk. This model allows the hotel to directly grasp customer information and ensure service quality.

Zhonghao Hotel- Retailers - Customers. In order to gain more customers, Zhonghao Hotel has carried out all-round cooperation with retailers of brand-name tobacco and wine, best-selling books, fashionable coffee, etc., and used the advantages of retailers in sales information and hotel venues to carry out sales activities, Product bundling, and share customer resources.

Zhonghao Hotel- Wholesalers - Retailers - Customers. Zhonghao Hotel conducts price negotiations with wholesalers, such as travel agencies that operate group package tours. On this basis, the hotel products are Bulk sale in batches or booked to wholesalers. The wholesalers entrust retailers to sell the products to end customers. These levels constitute the distribution channels of the hotel. These distribution channels have long-term cooperation with each other to promote the products to more consumer markets through their own efforts, Provide customers with a high-level service experience.

## **Distribution Channel**

Zhonghao Hotel distribution channel management refers to the timely administration of different Marketing channels. After the adoption of channel design, it is necessary to select, motivate, evaluate, and adjust the members of the channel to enhance their enthusiasm and strengthen their cooperation.

Select. When selecting channel members, hotels have strict standards, such as the reputation, sales ability, geographical location, experience, etc. of intermediaries. When selecting intermediaries, Zhonghao Hotel consider whether they can approach the hotel's target market. There are a large number of employees with high quality, solid sales and service capabilities, which are all factors that should be paid attention to when selecting channel members.

Motivation. After selecting intermediaries, it is also necessary to regularly motivate them to fulfill their duties. Zhonghao Hotel divides the original sales commission into varying ratios according to the daily standard policy, and then rewards them with different proportions of commission based on the degree of completion of the intermediaries.



Evaluation. The hotel regularly and objectively evaluates their work performance, and requires intermediaries whose performance does not meet the standards to make improvements within a certain period of time, otherwise their cooperation qualification will be cancelled.

#### **4.4.4 Promotion Strategy Analysis**

In terms of advertising and media. Including newspapers, television, radio, billboards, etc., Zhonghao Hotel mainly publicizes on local television, radio stations, and bus billboards, supplemented by newspapers and magazines, such as Dragon Boat Festival, Mid-Autumn Festival, Reunion dinner, etc., which is easy to spread, widely exposed, and quick to take effect. At the early stage of the promotion, the hotel put advertisements on bus billboards, bringing strong visual effects, Continuously reminding consumers is beneficial for stimulating their purchasing desire. By promoting hotel rooms, catering and other products in some travel magazines, airline magazines, or newspapers, it can expand its influence and enhance consumers' trust. In terms of advertising content. From the content of the promotion, it highlights the high cost-effectiveness of the hotel's products, which can provide a good service experience, while also adhering to authenticity and artistry, giving people a visual impact to attract more customers. In terms of advertising time. From the existing advertisements, the promotion of advertisements is not divided into periods. Bus stop signs, newspapers, magazines, etc. can reach consumers anytime and anywhere. Local television and radio stations can also play hotel advertisements 24/7 to promote the products of Zhonghao Hotel, increasing the hotel's exposure and reaching more consumers.

Public relations, such as collaborating with the government to organize some youth employee networking activities, create opportunities for single youth, increase the marriage rate of young people, and also undertake the task of accommodating quarantine personnel during the epidemic. At the same time, public donations have been made to assist the epidemic prevention and control work in Shahe City. These public activities can reflect the strong emotional color of the hotel and achieve emotional appeal.

Personnel promotion is the most effective promotion method. Zhonghao Hotel will contact and visit agents, intermediaries, agencies, groups, VIPs, and scattered guests. When conducting personnel promotion, they will first identify potential customers, and then make preparations to arrange suitable times to meet with customers and introduce the products. Through this method, customers' understanding of the products is increased, and relationships with customers are enhanced. Cultivate stable customer base and develop long-term trading relationships.

Another term for sales promotion is business promotion, which is a short-term promotional method used to stimulate early demand and persuade consumers to purchase a specific product. It includes product fairs, various celebration activities, holiday promotions, food festivals, and other promotional methods, which can showcase the characteristics of the product and generate an intense and rapid response from consumers. Through this type of activity, the image is displayed and the influence is expanded.



## Chapter 5 Recommendations

Based on the analysis of the relevant marketing environment, market positioning, and marketing strategies of Zhonghao Hotel in the previous text, and guided by the 4P theory, Zhonghao Hotel can further improve its marketing effectiveness through the following suggestions:

Using data-driven marketing. Future marketing will inevitably be based on data-driven methods. Zhonghao Hotel will need to conduct more detailed market and customer research to obtain more customer behavior data, and use advanced data analysis and prediction technology to develop more accurate marketing strategies and decisions.

Promote experiential marketing. In the future, customers will increasingly focus on personalized and high-quality service experiences when choosing hotels. Therefore, Zhonghao Hotel can create a better check-in experience for customers by providing more personalized and exquisite services, enhancing customer satisfaction and loyalty.

Launch social media marketing. Future marketing will rely more on social media. Zhonghao Hotel can consider strengthening social media marketing, using platforms such as WeChat and Weibo to establish its own brand image and user community, and investing more resources in community maintenance and brand reputation management.

Try interactive marketing methods such as digital quick check-in. In the future, digital check-in will become increasingly convenient and common. Zhonghao Hotel can consider adopting advanced technologies such as fast self-service check-in systems to provide customers with more convenient and efficient services while improving customer satisfaction.

Consider sustainable marketing methods. In the future, sustainable operation and social responsibility will become important indicators of enterprise development. Zhonghao Hotel should pay attention to environmental protection marketing strategies, such as green sustainable development and social responsibility, to further improve brand reputation.

To sum up, in the future, Zhonghao Hotel needs to strengthen multi-dimensional strategies such as digital marketing and social media marketing in marketing to adapt to the rapidly changing market demand, while focusing on maintaining environmental sustainability and social responsibility to promote long-term brand development.

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