**TITLE PAGE**

The Impact of Marketing Communication in the Hospitality Industry

(A case study of some selected Hotels from Delta State)

**BY**

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**CERTIFICATION**

This is to certify that this research work (the impact of marketing communication in the hospitality industry) was carried out by Ogemuno u Racheal (HTM/ND/14/15/00060), Idisi Elo (HTM/ND/14/15/00022) and Ireto Juliet Osas (HTM/ND/14/15/00061)

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EXTERNAL EXAMINER DATE

**DEDICATION**

The project work is dedicated to Almighty God for his guidance, mercies and strength throughout our stay in Delta State polytechnic Ogwashi-uku.

We also dedicate this work to our parents for their financial support and encouragement throughout our studies

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**ABSTRACT**

*This study is on marketing communication and its impact in the hospitality industry in delta state. A case study of some selected hotels from delta state (3 hotels from Asaba and 1 motel from Agbor) Elomaz Hotel, Grand Hotel, Harlescott Hotel, and Fairview Motel. The objective of the study include the following; to examine the role of marketing communication in the hospitality industry, structured questionnaires was used to obtain information for the research, the findings revealed that marketing communication is a dynamic and promotional tool in the hospitality industry, but lack of trained personnel and technologies are the major challenges militating against marketing communication in the hospitality industry. Hence hospitality industry should ensure to provide and enhance the knowledge of skilled personnel with efficient and accessible technology.*

**TABLE OF CONTENTS**

Title page

Certification

Dedication

Acknowledgement

Abstract

Table of contents

Chapter One

1. Introduction
   1. Background of the study

1.2 Statement of the problem

1.3 Aims and objectives of the study

1.4 Research questions

1.5 Significance of the study

1.6 Scope of the studies.

1.7 Limitation of the study

1.8 Definition of terms

Chapter Two

1. Literature review
   1. Meaning of marketing communication

2.2 History of marketing communication on the hospitality industry

2.3 Component of the hospitality industry

2.4 Impact of marketing communication in the hospitality industry

2.5 Methods of marketing communication

2.6 Benefits of marketing communication

2.7 challenges of marketing communication

**Chapter Three**

1. Research methodology

3.1 Research design

3.2 Sample and sampling techniques

3.3 Instrument for data collection

3.4 Validity of Instrument

3.5 Data Analysis

**Chapter Four**

4.0 Data presentation

4.1 General characteristics of respondents

* 1. Research question I
  2. Research question II
  3. Research question III

**Chapter Five**

5.0 Summary of the findings, conclusion and recommendation

5.1 Summary of findings

5.2 Conclusion

5.3 Recommendation

References/Bibliography

Appendix I

Appendix II

**CHAPTER ONE**

1. **INTRODUCTION**

Marketing communication forms a key aspect of the delivery of tourism and hospitality service. This sector is heavily dependent on marketing because of the industries special characteristics as services. However, marketing communication is a great deal more than simply about advertising, getting the right message to the right people is perhaps one of the most important factors in determining the success of this sector. Indeed marketing communication forms its own sub-field of the study within the discipline of marketing. And yet there are few textbooks that focus specifically on marketing communication issues, theories and strategies facing the contemporary tourism and hospitality sector.

This is despite the fact that this sector is an experimental service sector which relies so heavily on “representation”. Representation can be described as impressions, images and depictions about the experiences or about what might be expected from service providers. Although, there has been a great deal of academic attention given to the various dimension of marketing in the hospitality services within sociology on the semiotics of representations of tourist, brochures, there has been remarkably little attention given to the broad dimension of marketing communication, the concepts, strategies, issues and challenges underpinning this important function in a dynamic service sector environment. Marketing communication provides the means by which brands and organization are presented to their audience

* 1. **BACKGROUND OF THE STUDY**

Marketing communication falls into various categories relating to marketing to the public from advertising, promotion, sales, branding and online performance. It is so spread-out and iconic that it has become a favored term amongst practitioners. It is a symbolic tool that helps organizations interact with their many stakeholders in the market by promoting their goods and services to them. Whenever members of the public interact with an organization, marketing communication has been used, this is a significant process where businesses use to gain success and knowledge on their brand. By far, the most exciting and creative areas within marketing offering career opportunities in this multi-millionaire industry.

In order to gain success in marketing, both the organization and members of the public must be involved. Business operate successfully if they target market to satisfy their customers “consumers”. By targeting audience who appreciate the organization marketing program will gain a successful branding. A target audience is a group of people that is aimed at by the marketers, delivering them a message of their brand. The target audience must likely be people who will react to their marketing communication in a positive way. Marketing communication falls into the same meaning as “Advertising”. Advertising is the most common marketing terms that organization and even members of the public understand and evaluate, it has come across people at least a number of times in their everyday life. Advertising is only a small section of marketing communication and it’s not an alternative term to it.

Marketing communication consist of five (5) key factors:

* Persuasion and information
* Objectives
* Contact point
* Stakeholders
* Marketing communication aspects

Firstly, all marketing communication goal is to persuade their target audience to change their attitudes and behavior towards the organization. There are many ways to persuade the target audience; for instance, marketers can provides a valid reasoning and significant fact that can change consumer behavior significantly. Listening and responding to any question to the organization can go a long way in the driving success of the organization. From making the target audience feel special and heard can instantly change their emotions and opinions of the organization. Marketing communication can work without an objective.

Generally, creating brand awareness, delivering information, educating the market and an advances positive change or image for the organization can also persuade the target audience. Contact points must require managing and coordinating a marketing message. Contact point can range from stores where customers are able to physically experience the product and see it for themselves. Customers call where the hotlines will be able to help all customers in need and advertisement through televisions, social medial and others. Successful marketing requires that a message at every contact point can persuade any target audience. Stake holders can influence the purchase of the products or create success to the organization.

**1.2 STATEMENT OF THE PROBLEM**

Marketing communication plays a very important role in the hospitality industry. It forms a key aspect in the delivery of tourism and hospitality service. They include:

* Marketing and consumer research
* Product planning
* Product development
* Pricing
* Physical distribution
* Warehousing
* Storage
* Location
* Ordering process
* Channels of distribution
* Advertising
* Personal serving
* Sales promotion
* Buying
* Assembling
* Standardizing and grading
* Risk taking

Marketing communication can also rely on the various technologies within the scope of its marketing effort. Computer based information system can be employed aiding in better processing and storage of data; marketing researchers can use such system to device better methods of converting data into information and for the creation of enhanced data gathering methods. Information technology can aid in enhancing Marketing Information Software (MKIS), hardware and software components and improve a company’s marketing process.

**1.3 AIMS AND OBJECTIVES OF THE STUDY**

The aims and objectives of this study provides a link between a society material requirements and its economic pattern of response. However the specific objectives of the study are:

1. To examine the needs and wants of customers through the development of exchange processes and the building of long term relationships.
2. To create awareness and information about a specific brand or products
3. To access how marketing communication can develop a strong, unique brand identity that allows the brands to be positioned separately from its competition.

**1.4 RESEARCH QUESTIONS**

The following are some research questions that will be answered in the course of this project work.

1. What is the impact of marketing communication on the performance of hospitality industry?
2. What is the role marketing communication plays in maximizing profits in the hospitality industry?
3. What is the importance/benefits of marketing communication to the hospitality industry?

**1.5 SIGNIFICANCE OF THE STUDY**

Marketing provides the means by which brands and organization are presented to their audience. The goal is to stimulate a dialogue that will ideally lead to a succession of purchase complete engagement. This interaction and its customers exchange between its organization and its customer according to the quality and satisfaction of the exchange process will or will not be repeated.

Marketing communication in a contemporary sense is however more than simply “presenting a brand through advertising”. It can relate to other forms of information and can be widened to bring consideration of the brochure strategic position of marketing organization. Marketing communication can be seen as bringing a strategic “approach” to all information originating from and coming into an organization potential and actual consumers, suppliers, shareholders, wider public, the media and anyone. By adopting a strategic approach towards information, organization takes care of and pay attention to the processes of information exchanged and ultimately recognize its strategic aims. Communication therefore forms a vital part of the marketing strategy of the organization. The strategies, methods and processes refers to the marketing communication’s goal and tactical methods used to develop dialogue and exchange of meaningful information between senders of messages and audience. The strategies, methods and process through which meaningful information is exchanged between people about an organization activities.

**1.6 SCOPE OF THE STUDY.**

In the context of the marketing literature, tourism and hospitality falls into the fields of service marketing. However there are many difference in marketing a hotel and marketing bank product such as personal loan. Tourism and hospitality shares more important service marketing characteristics which have an impact on the ways in which they are marketed to potential customers/consumers. This is important because marketing communication for this sector is affected by this particular features. They are to lesser or greater degree depending on the type of services:

* Inseparable
* Intangible
* Perishable
* Heterogeneous

Services are said to be perishable since they cannot be stored or stock-piled to be sold at a later date (a six-night Mediterranean cruise leaving Athens on 14th August cannot be sold after that date). This puts a strategic emphasis on the role of price-setting in the marketing mix, marketing which aims to communication aspects of pricing strategies including: sales promotion and discounting is a key feature of tourism and hospitality marketing communication. Marketing messages often high list the following features and issues in delivering the services:

* Timing and process issues
* The highlighted roles of people
* Tangible features and benefits
* Standards and guarantees
* Experiential and emotional nature of messages
* Pricing strategies, promotions and discounting.

**1.7 LIMITATIONS OF THE STUDY**

In the course of carrying out this research, the researchers encountered some difficulties; which includes;

* Lack of organized and easily accessible materials. One major limitation of the study was non-availability of materials used in carrying out the research work. In fact, few books are on the topic understudy.
* Time constraint, the number of months given to the researchers was not enough.
* Our respondents were at first reluctant to fill the questionnaires, but a letter assuring them of their confidentiality did the trick.

**1.8 DEFINITION OF TERMS**

The following terms used in this course of the study are thus explained below:

* **MARKETING**: is defined as the activity, set of institution and processes for creating, communicating and exchanging offerings that have valuable customers, clients, partners and the society at large. Is the all-important set of creative human activities in that identifying, anticipating and satisfying human needs and wants through exchange as possible (Adrika, 2012)
* **COMMUNICATION**: it’s the act of conveying intended meaning to another entity through the use of mutually understood signs and symbols, semiotic rules. The basic steps of communication are the forming of communicative intent, message composition, message encoding and decoding (transmission of message, inception of the message and finally interpretation of the message by the recipient).
* **HOSPITALITY** **INDUSTRY**: This concerns the duty of charitableness, offering protection (shelter), succor (food and drink) to “strangers” (Customers or Guest). The Hospitality industry is also characterized as a lifestyle consumer activity. Although its services are essential needs, the basics of food, drink and shelter are delivered as consumer experience.
* **IMPACT**: This is an effect on the mind of a consumer or customer.
* **STRATEGY:** It refers to integrated plan or policy through which a business or organization accomplishes its objectives.
* **COMSUMER:** One who buys the product of a goods and uses a services to satisfy a need or want.

**CHAPTER TWO**

**LITERATURE REVIEW**

The literature review was organized under the following sub headings:

* 1. Meaning of marketing communication
  2. History of marketing communication in hospitality industry
  3. Component of the hospitality industry
  4. Impact of marketing communication in the hospitality industry
  5. Methods of marketing communication
  6. Benefit of marketing communication
  7. Challenges of marketing communication

**2.1 MEANING OF MARKETING COMMUNICATION**

Marketing communications sterns from Integrated Marketing Communication (IMC). Marketing communication comes in two (2) different forms: a channel and a tool (Tomse et al., 2014). Marketing communication channel focuses on any way a business communicates a message to its desired market, or the market in general. A marketing communication tool can be anything from advertising, personal selling, direct marketing, sponsorship, communication, promotion and public relation (Tomse et al., 2014). If the two kind of marketing communication are put together; it can be seen that marketing communication are the different ways a message is communicated to different marketers.

Marketing communication are made up of the marketing mix which is made up of the 4 P’s:

* Price
* Promotion
* Place
* Product

For a business selling goods, it’s made up of 7 P’s which are:

* Price
* Promotion
* Place
* Product
* People
* Physical audience
* Process

Communication is one of the most important elements of the marketing mix. Marketing communication usually contributes the largest component of all communication of the organization which is in order to present the goal of the organization to the investors, consumers and general public.

Marketing communication simply means presenting brands or products through advertising and there must be meaningful exchange of information. Marketing communication coordinates promotional messages delivered through one or more channels such as print, radio, television, direct mail and personal selling.

As defined by the American Association of advertising Agencies, marketing communication recognizes the value of a comprehensive plant that evaluates the strategic roles of a variety of communication disciplines, advertising, personal selling, and public relation, sales promotion then combines them to provide clarity consistency and maximum communication does function within the marketing “Umbrella” to promote, inform, persuade and remind. Marketing communications is indefinite and perplexing.

2.2 **HISTORY OF MARKETING COMMUNICATION ON THE HOSPITALITY INDUSTRY**

Marketing communication in the hospitality industry is a complex field of study that places high demand on the hospitality marketing professionals. As hospitality is a global industry, the marketing professional must be familiar with how people travel, what their travel needs are and the most effective way to reach different segments. Hospitality marketing communication can be divided into the micro and macro level with different marketing strategies targeting individual’s properties or corporate entities. Hospitality business rely heavily on revenue management strategies to maximize profits because they are capacity constrained business, meaning that they cannot change the number of rooms they have available each night to meet the changing demand, they have to market their services in such a way that it fills the property in the most profitable way possible. Marketing programs need to develop different rates based on historical and forecasted demand, lowering rates during the period of low demand and rising them during the period of high demands. It must then find ways to communicate these prices and such tactics as minimum lengths of stay in a way that does not anger the guest or put repeat business at risk.

Marketing communication started as a result of economic and business pressure due to a need which arises to focus on embracing a set of managerial measures in order to satisfy customer’s needs. The evolution of marketing communication in the hospitality industry is similar to every other industry. The main reason to the marketing communication in the hospitality industry is because of the growth in the number of guest who are in need of accommodation and increase in competitions by the accommodation service providers. Moreover, the hotel “hospitality industry” is becoming a more and more mature market whereby the competition is increasing globally and winning customers becomes a problem. Therefore, there is a huge shift to marketing (Copper et al., 2008). Although some people may argue the fact that hospitality services cannot be placed of shelves like other commodities, the distribution channel do not affect the overall marketing outcome as much as other marketing mix elements. However, this is not true, many of the successful hospitality industry that truly knows the role of distribution channels in marketing are creating points of sales within and outside the industry. We cannot deny the fact that the continuous developments of CRs (Computer Reservation system) such as Amadeus, Galilea, sabre and others has brought tremendous changes regarding the distribution of hospitality “hotel” products. Nowadays, agents have real time access to check the availability of hotel rooms and make bookings on behalf of guest (Copper et al., 2008).

**2.3 COMPONENT OF THE HOSPITALITY INDUSTRY**

The following are components of the hospitality industry:

* **HOTELS:** The hotel sector is the largest sector with a wide range of establishment from one-two bedded guest house to a 5-star luxury 300 bed hotels. This sector can be sub-divided into two (2) categories:
  + **MOTELS OR LODGES:** usually near motorways or major roads and also now in or near airports. They are intended for people to stay especially when they are travelling by road or air.
  + **GUEST HOUSE OR BED AND BREAKFAST (B AND B):** Usually just afew rooms, low cost but some are now boutique-style luxury guest houses. These are serviced with a limited range of catering breakfast only.
* **RESTUARANTS AND BARS:** They can in fact operate in all 14 sectors of the hospitality industry, usually bar and restaurants can be seen in a casino and at least a fast food outlet in a bingo hall. Restaurants exist in most tourist attractions and some in form of catering available in hostels. Restaurants like accommodation , eating establishment can also be sub divided into:
  + **TAKEAWAY (**Fish and Chip shop, sandwich bar and ethnic outlets such as kebab shops**)** a very quick service, often now “deliver to your home”.
  + **FAST FFOOD OUTLETS:** In a specialized environment especially kitchen
  + **POPULAR CATERING:** includes cafés and coffee shops including those found in retails stores. Cafes focus on food, coffee shop on beverage.
  + **MAINSTREAM CATERING:** Ethnic and themed, usually medium to high prices with good levels of service
* **PUBS AND BARS:** This includes the sports bar, cocktail bars, wine bar and family-friendly pubs.
  + **SPORTS BARS:** with large screen TV showing live sport especially football matches.
  + **COCKTAIL BARS:** Have sophisticated décor and a cocktail menu often doormen enforce a dress code for customers such as no trainers or jeans.
  + **WINE BARS:** A little like continental coffee bars. They have a wider choice of drinks than the traditional pubs, such as teas and coffees. This type of bar attracts a wider clientele such as a single woman because of the ambience created.
  + **FAMILY-FRIENDLY BARS:** With an outside playground and sometimes one inside. Food is particularly important for these pubs.Other components of the hospitality industry includes Events, Resorts, Contract Catering, Membership clubs, Hotels, Inns, Hostels, Holiday Parks, Self-Catering, Visitor Attraction, Tourist Services, Travel Services. The hospitality industry can also be linked to Leisure, Travel and Holidays.
    - **HOLIDAYS:** The hospitality industry “feeds” off various travel and tourism because as more people have disposable income to spend and more time, the demand for holiday destination increases
    - **TRAVEL:** more and more facilities are needed along and around the travel routes that people use to get to these destinations.
    - **LIESURE:** the wider leisure industry, such as participating in or watching sports or going to the theatre, also increases the need for hospitality facilities.

**2.4 IMPACT OF MARKETING COMMUNICATION IN THE HOSPITALITY INDUSTRY**

One major channel of marketing communication in the hospitality industry is “advertising”. Advertising is the branch of marketing that deals with communicating to customers about products, brands, services and companies. The internet as a global communication medium provides advertisers with unique and often costly, effective ways of reaching advertising audience.

Advertising is almost a necessity for modern businesses, industries, organizations especially those in the hospitality industry. Consumers use the internet for more than simply information entertainment as they do with radio, television, magazines and newspaper, they also use it to assist themselves in nearly every day aspect of life, creating countless opportunities to place relevant targeted messages. Advertising has its advantages and disadvantages in the hospitality industry which will be stated below.

**2.5.1 ADVANTAGES**

1. It increases sale
2. Educates the consumers
3. It introduces newer products into the market
4. It gives rise to higher standard of living
5. Provision of employment opportunities
6. It reduces the price of newspaper and magazines
7. Fights competition
8. Better quality of products
9. Supports the salesmanship

**2.5.2 DISADVANTAGES**

1. High cost of purchasing
2. Restricted access
3. Misleading claims
4. Distractions caused by advertising
5. Confusion about characteristics of products
6. Misdirection by purchasing power
7. Undermines social values

**2.5.3 MISCELLANEOUS OBJECTION TO ADVERTISING**

* Advertising introduces inferior quality goods into the market to deceive consumers
* A new firm having limited resources cannot compete with already established big firms who have the help of massive advertising
* Consumer’s choice is greatly injured by misleading claims made in advertising.
* As advertising is a comparatively new art, some advertising is ineffective and thus less efficient than it could be.

**2.6 METHODS OF MARKETING COMMUNICATION**

There are different ways of marketing communication. They include:

1. Digital Marketing communication channel: This is the communication and interaction between the hospitality industry and their guest using digital channels and information technology (Kotler et al., 2009). Some of the noticeable communication channels include
   1. Email Marketing communication
   2. Viral Marketing Communication
   3. Viral Marketing Communication
2. Word of Mouth (face to face)
3. Brochures of flyers
4. Mailing list
5. Magazines
6. Newspaper
7. Posters
8. Bulletin Board
9. Bill Boards
10. Radio Announcement
11. Television
12. Telemarketing
13. Web Pages
14. Yellow Pages
15. Electronic Marketing Communication
16. Newsletter
17. Direct Mail
18. Internet
19. Online discussion groups
20. Chat groups
21. Social Network (Online) e.g. Facebook and twitter
22. Advertising
23. Wall Painting

**2.7 BENEFITS OF MARKETING COMMUNICATION**

Marketing communication is beneficial in the hospitality industry in order for the business organization to be successful. It is difficult to highlight the benefits of marketing communication, however for the purpose of this study, some of the major benefits are stated below:

1. Marketing communication helps in building an industry or company brand name and placing their company product or service in the heart of prospective customers. In the hospitality industry, the success of any hotel often depends on good reputation. As the reputation of a hotel grows bigger within the society, more customers will lodge in the hotel, thereby making the hotel room occupancy rate increase and generate more income to the hotel. Additionally, it is fair to say that marketing communication really helps in the aspect of branding as it creates awareness and supportiveness effective communication within and outside the hospitality industry.
2. Effective marketing communication gives a company an edge over its competitors. A business may offer the best product in the market, but without a good marketing campaign, it will not generate the desired returns on investment because it is marketing communication that makes the product, service or brand known to the prospective customers.
3. Marketing communication helps a company to efficiently manage its resources when an effective and efficient marketing strategy is adopted in a company, resources wastage is reduced if not eliminated. The hospitality industry with perishable products, in other words, if a room is not occupied during a particular period, the income that is supposed to be realized on that particular room is lost forever and it cannot be regained. Efficient marketing communication helps in ensuring that the hotel has a high occupancy rate at all time.
4. Marketing communication helps to ensure that a company’s income increase. As more people get to know about a company’s products, services or brands, the company’s share of the market increases as well as it sales revenue.

**2.8 CHALLENGES OF MARKETING COMMUNICATION**

The following are the challenges of marketing communications:

1. **COST:** One strong challenge to marketing communication is that it’s a costly function. The high cost of advertising is covered by increasing the selling price of the advertised goods. Advertisement is an indirect cost which is added to distribution expenses. When expenses increases, the selling price of the products will also increase. Advertising is a significant part of cost; large advertisers spends thousands a week for advertising. One study found that advertising cost exceeds 6% of sales. Advertising means that consumers will have to pay higher prices for advertised products. But if goods are not advertised, the cost of advertising cannot become a burden on the consumer because unbalanced advertisement causes certain goods to cost the consumer more than they should; it’s an economic waste.
2. **ENCOURAGE MONOPOLY:** Marketing communication restricts competition among products. Big industries and manufacturers can use advertising as a medium for advertising their products, services or brands in order to increase their monopolistic control over the market, control that is always against the public interest.
3. **RESTRICTED ACCESS BY SMALL INDUSTRY:** small firms cannot properly market “advertise” their products due to the limited resources. On the other hand, the entire market for many goods and services is almost felicitated by large marketers or advertisers. It becomes impossible for small firms to continue their business in field like this, so small industries “firms” disappear from the market.
4. **PROMOTING OF SOCIAL EVILS:** Some industries supports immoral and sensational programs and crime stories in television and radio by choosing them as vehicles for their advertising. These programs corrupts the value of young people, promoting social evils.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

This write up intends to research on the impact of marketing communication in the hospitality industry. First-hand information is of paramount important in arriving at an objective concentrates on the field work “survey” and empirical study. This was done to ensure valid results

**3.1 RESEARCH DESIGN**

The research design of this study is survey and empirical research design. This study was carried out in some selected hotels at Asaba and Agbor which includes: Elomaz Hotel, Grand Hotel, Harlescott Hotel Asaba and Fairview Motel at Agbor all in Delta state.

**3.2 SAMPLE AND SAMPLING TECHNIQUES**

Sample size refers to a segment selected from a population. In order to achieve representation from the population of the hotel senior staff “Elomaz Hotel” the sample size was determined using the Yaro Yemen’s formula as described by (Alugbuo, 2005)

Where n = Sample size

N = Population

E = tolerable error (0.05) and i = constant

Sample size = 60. I.e. The total number of staff were selected randomly from 3 different hotels in Asaba and 1 motel form Agbor, from each, 15 staff were drawn from various departments.

**3.3 INSTRUMENT FOR DATA COLLECTION**

Questionnaire was used. The researches made use of primary and secondary data collection as well. The instrument was validated by the students, supervisor and other experts in the department and all corrections were effected.

**3.4 VALIDITY OF INSTRUMENT**

The validity of the instrument as a process of obtaining information on the degree to which a measure will yield similar results for the same object at different time made different condition and a consistent dependable, stable, predictable and accurate method.

**3.5 DATA ANALYSIS**

In the presentation, analysis and interpretations of data, tabular, textual and statistical made of data presentation are used.

**CHAPTER FOUR**

**DATA PRESENTATION**

This chapter presents the result of the research on the impact of marketing communication in the hospitality industry. Four (4) places were chosen for the work as stated before, 3 hotels in Asaba and a Motel in Agbor.

The questionnaire (60) distributed to the hotel and motel staff were returned and was used for the analysis

**4.1 GENERAL CHARACTERISTICS OF RESPONDENTS**

**Table 4.1 shows the general characteristics of the respondent**

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Frequency** | **Percentage (%)** |
| **Gender** | | |
| Male | 40 | 67 |
| Female | 20 | 33 |
| Total | 60 | 100 |
| **Level of Education** | | |
| SSCE | 3 | 5 |
| OND | 13 | 22 |
| SSCE | 3 | 5 |
| OND | 13 | 12 |
| HND | 15 | 25 |
| BSC | 29 | 48 |
| Total | 60 | 100 |
| **Job Position** | | |
| Junior Staff | 20 | 33 |
| Senior Staff | 60 | 67 |
| Total | 60 | 100 |
| **Religion** | | |
| Christianity | 50 | 83.33 |
| Islam | 5 | 8.33 |
| Others | 5 | 8.33 |
| Total | 60 | 100 |

Table 4.1 shows the general characteristics of the respondent. 67% of the respondent were male while 33% of the respondent were female. For the level of education, the SSCE respondent were 5%, OND 22%, HND 25% while the respondent for BSC were 48%.

The respondent with the highest job position were the senior staff 67% while the junior staff 33%. For the religion group, a large number of 83% of the respondent were Christians, Islam 8.33% and that of other religion 8.33%.

**4.2 RESEARCH QUESTION 1**

**TABLE 4.2**

What is the impact of marketing communication in the performance of hospitality industry?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTIONNAIRE ITEM** | **RESPONDENT** | | | |
| Do you think that marketing communication will enhance the performance of your industry?  Has marketing communications increased the performance of your industry?  Can your industry perform without marketing communication? | YES | % | NO | % |
| 55  55  50 | 92  92  83 | 5  5  10 | 8  5  7 |

From table 4.2, 92% of the respondents says marketing will enhance the performance of their industries while 8% of the respondents disagree that it will. 92% respondent says marketing communication has increased the performance of their industries while 8% disagreed. 83% of the respondents says their industries can perform without marketing communication while 17% of the respondents says their industry cannot perform without marketing communication.

4.3 **RESEARCH QUESTION II**

What is the role of marketing communication plays in maximizing profits in the hospitality industry?

**Table 4.3 reveals the partly half of the respondent**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTIONNAIRE ITEM** | **RESPONDENT** | | | |
| Does your industry engage in any marketing communication?  Do you think telemarketing communication is the best form of business promotion?  Is marketing communication the back-bone of hospitality industry? | YES | % | NO | % |
| 40  34  40 | 67  57  67 | 20  26  20 | 33  43  33 |

From table 4.3 reveals that partly half of the respondent 67% engage in marketing communication while 33% does not. 57% of the respondent says telemarketing communication is the best form of business promotion while 43% of the respondents opposed it. 67% of the respondents says marketing communication is the backbone of hospitality industry while 33% of the respondents says it’s not.

**4.4 RESEARCH QUESTION III**

What is the importance/benefits of marketing communication to the hospitality industry?

**Table 4.4. Table showing a higher number of respondent**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTIONNAIRE ITEM** | **RESPONDENT** | | | |
| Have you being actively involved in any marketing communication activity?  Do you think online marketing is better than television marketing?  Do you think web offers high impact opportunities to leverage word of mouth marketing? | YES | % | NO | % |
| 46  41  30 | 77  68  50 | 14  19  30 | 23  32  50 |

From table 4.4, A higher number of respondent, 77% have being active in marketing communication while 23% have not. 68% of the respondents says online marketing is better than television marketing while 32% opined about it. 30% of the respondents says web does not offer high impact opportunities to leverage word-of-mouth marketing.

**CHAPTER FIVE**

**SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATION**

**5.1 SUMMARY OF FINDINGS**

The study examined the impact of marketing communication in hospitality industry. The purpose of this study was to find out the impact of marketing communication in the hospitality industry. The following paragraphs shows the various finding based on the in-depth response of the hotel managers.

The researchers conducted showed in the respondent with the hotel managers that marketing communication plays a significant role in the hospitality industry. It can be deduced that most of the hotels rely on marketing communication in almost all their business operations, to them, marketing communication encompasses more than just creating awareness of their brands, products and services, rather it is a whole process that involves everything they do, from the research and development, human resources, to their accounting and finance.

While some of the hotel recognized the important of marketing communication as a bridge between themselves and their customer not all of them have yet fully incorporated marketing communication into their operations.

**5.2 CONCLUSION**

Competition of the marketing managers have been made dear, as the marketing communication of the hospitality industry have continued to grow in Nigeria due to the increasing medium of marketing communication in the hospitality industry.

Therefore, the result of this study will serve to spur the management of various marketing communications into greater commitment towards their customer. Each company, industry and organization should now segment and choose their market target and design products and brands that will appeal and satisfy their needs and wants.

Secondly, since the customers can change decision over time, advertising can be used to build and sustain their brand loyalty of a particular product or brand. Marketing communication is the most effective element in reaching a mess market. It is necessary to use it to inform, persuade and remind the consumers or customers of a product.

**5.3 RECOMMENDATION**

Based on the result, the following recommendation are made for possible consideration and necessary actions.

1. **Increasing marketing communication frequency**: the frequency of the marketing communication should be increased too many times to make effective and easy recall. Since newspaper and magazines ranked the highest in the respondent recall rates, more effort should be gleaned towards their use for efficient and effectiveness, this is because Medias are the most acceptable points to consumers.
2. **Marketing orientations**: a marketing oriented industry or company focuses all its business activities on satisfying customers’ needs. An industry that adopts this approach usually considers their customers and their primary goal is to deliver value to its customers. The application of marketing research on a continuous basis gives industries this type of marketing edge in understanding the needs of the customer. Moreover, they are able to establish a positive relationship with the customer and get feedback concerning the customers’ satisfaction with the product or brand, this helps in improving and inventing new products as the market changes.

**REFERENCES/BIBLOGRAPHY**

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**APPENDIX**

Delta State Polytechnic,

Ogwashi-uku,

PMB 1030,

Department of Hospitality and

Tourism management.

10th of July 2016.

Dear Respondent,

The research is a final year student of the above named polytechnic/institution, national diploma two (II). This questionnaire is designed to gather information needed by researcher in view of this topic. “The impact of marketing communication in Hospitality industry”.

Please kindly give a sincere response to the question below. Any information given will be highly appreciated and treated with strict confidentiality.

Thanks for your co-operation.

**APPENDIX II**

The research drafted out various questions. It will be answered by different respondents. The respondents should indicate the answer by ticking if YES

X

**√**

Or NO on the box provided.

**SECTION A**

**PERSONAL DATA OF RESPONDENT**

Gender: Male

Female

Level of Education: SSCE

OND

HND

BSC

Job Position: Junior Staff

Senior Staff

Religion: Christianity

Islam

Other

**SECTION B**

1. Can marketing communication enhance the growth of products?

YES NO

1. Is advertising a good marketing medium?

YES NO

1. Can marketing communication improve the economy of delta state?

YES NO

1. Is it true that employees don’t get motivated in the hospitality industry?

YES NO

1. Do you know what marketing communication is in the hospitality industry?

YES NO

1. Do you think marketing communication creates awareness?

YES NO

1. Do you think marketing communication would have impact on your product sales? YES NO
2. Can we classify hotel under the component of hospitality industry?

YES NO

1. Is it true that hospitality industry links to tourism?

YES NO

1. Can hospitality industry survive on its own without advertising their products sales or brands?

YES NO

1. Are customers important in the hospitality industry?

YES NO

1. Any other information should be stated below.

Thank you very much!