

A STUDY ON INTERNET MARKETING IN CURRENT HOTEL INDUSTRY FUNCTIONS AND SIGNIFICANCE

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Abstract:

In this current scenario internet is playing a vital role in all industry, now a day's people are looking for luxury life with affordable price. Internet marketing has become a foreseeable inclination in the business, and its benefits are predictable by many businesses, in spite of their financial action, with the aim of achieving better business results. Representatives of the hotel and tourism demand are more regularly and increasingly getting their information on offers through the Internet, and the marketing presentation of the overall offer by means of the Internet is appropriate an increasingly important success factor of each hotel as a business system. This paper analyzes the basic determinants of Internet marketing and the functions and significance of Internet marketing in current hotel industry.

Key words: Internet Marketing, Hotel industry, Electronic mail, Public group.

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INTRODUCTION

Industries are transforming their business with the help of internet and internet become commercial changes in the business operations made the functions to get success and increase in potential in marketing operations. Through investigative frequent technical and specialized papers and operations of various financial operators around the humankind it is possible to wind up that the Internet has regularly developed from a communication standard into a channel of sales and circulation, and ultimately into a podium for management relationships with customers and practical communities. Interactivity, as the main feature of the Internet, has enabled a new measurement of correlation between all the participants in the market. In adding up, the digital nature of the Internet made it possible to keep way of all the communications in the electronic surroundings, which gives a whole new measurement to the key areas of advertising such as market research, analyzing customer performance, management of a marketing network and dimension of the efficiency of marketing activities. Internet finished being only a part of the planned advertising management and there was a necessity for holistic organization of performance in Internet marketing at the level of all fundamentals of the marketing network. A holistic approach to Internet marketing and its inclusion in the marketing strategy give significantly to the achievement of marketing performance in the electronic situation.

SIGNIFICANCE OF INTERNET MARKETING

By means of analyzing the general literature on the application of marketing in the electronic environment it is evident that the terms Internet, electronic mail and electronic marketing are usually used interchangeably. Internet marketing and online promotion, also called electronic marketing, is the advertising of products and services over the Internet. Electronic Marketing represents the understanding of marketing activities of a company with the concentrated use of information and telecommunication technology. Internet marketing is the use of the Internet and other digital technologies with conventional methods in order to achieve marketing objectives. Electronic marketing is the function of information technology in the process of creating, communicating and deliver value to customers, and for administration relationships with customers in order to create reimbursement for the company. Electronic marketing is the application of a wide range of information technology for transforming marketing strategies to create more value for the more efficient preparation and functioning of the concept, delivery,

endorsement and pricing of goods, services and ideas and the creation of exchange which will satisfy individual consumers, as well as the objectives of organized customers. Considering the aforementioned definitions of famous theorists of Internet marketing, it is possible to conclude that Internet marketing is the application of information and communication technology in the process of creating, delivering and communicating the value to consumers and supervision the relationship with the customers with the aim of attaining the set marketing objectives.

BASIC QUALITIES OF INTERNET MARKETING

Distinguish the elemental determinants of Internet technology and definitions of Internet marketing by illustrious researchers; it can be complete that the basic features of Internet marketing are customer catalogues, Interactions, the aptitude of direct response to all forms of marketing performance and dimension of the effects of marketing performance.

Customer catalogues: While conventional marketing performance are based on the information that is composed and processed by market research, the digital nature of the Internet technology provides a complete and detailed within reach into the description of consumers and their performance in the electronic surroundings.

Interactions: as the possibility of cooperative communication, has changed the way of implementation of almost all conventional marketing performance and enabled the submission of new methods and performances of marketing.

Internet marketing technology permits a straight reaction to all forms of marketing performance which in largely belongings is not probable with conventional marketing activities.

Different marketing activities: Quantifiable effects have always been the main preference of marketing proficient's, as they permit improved choice making in marketing. Marketing activities through the Internet symbolize an sufficient replacement for conventional marketing activities in which it is hard to assess and measure competence.

HOTEL INDUSTRY AND INTERNET MARKETING

Current hotel industry, during its commerce notion and attitude unavoidably brings into pointed focus the philosophy of the end customer, the client of its goods and services. Consequently, the marketing impression has a leading role in all of the hotels viewpoint and business. The spirit of marketing in the hotel manufacturing is in the definition that marketing is analyzing, systematize, preparation and domineering possible sources of clientele, from the position of pleasing the needs and needs of the chosen collection of visitors, and on this basis comprehend a proceeds. The purpose of hotel marketing is to examination the opportunity and circumstances for placement of breathing and prospect services, and sales agreement. The quick expansion of Internet technology and marketing occasions provided by contemporary digital technology has facilitates fundamental changes in conventional marketing performance and opened a new space for the development of exact types of marketing. Because of the cruel opposition in the difficult tourist market, in order to keep the alive users of goods and services and attract new ones, any grave licensee, despite of the capacity, season and market location, must, when important marketing notions, develop exact marketing performance through the Internet.

The most influential and most effectual Internet marketing performance, which can improve sales and attract new clientele:

- Hotel website through Internet marketing.
- Internet marketing through electronic mail.
- Internet marketing through community association.

Hotel website through Internet marketing. Each hotel website, as well as organism the most effectual online marketing instrument, must also be attractively thought out and designed. Marketing specialists have to come up with good-looking websites, find a method to attract clientele to appointment the web site, keep them there for a while and make them commonly come back to their website. Each hotel website must contain dependable in sequence on the purpose of the hotel, information about hotel commodities and services, the prospect of booking of hotel merchandise and services without risk in booking system. The most lucrative method is straight booking, since there is no recompense of commissions to mediators.

Consequently, every hotel should take care of its own website as the main sales outlet. Frequently modernized and maintained in agreement with the modern needs of customers, visitors, and new inclinations in the hotel industry. Every day revised of the website substance with present events in the hotel, objective and hotel tourist business, particular deals and correspondence of services are just some of the ways that hotels can draw more possible clientele to their own website. Hotel web site, as the main haulier of marketing performance on the Internet, can pressure the formation of a hard trust between service users and hoteliers, business presentation and build the brand on the challenging tourist market.

Internet marketing through electronic mail. The use of electronic mail marketing produces the occasion to offer any probable involved guest to disembark at the right time at the smallest amount of cost, and the results of such performance must be quantifiable, which creates a basis for decisions on prospect marketing activities. The use of electronic mail marketing is essentially the most appropriate for those who have a merchandise or service they want to offer unswervingly to a client. Throughout direct contact with the active and possible users of hotel merchandise and services through electronic mail, hoteliers can achieve multiple reimbursement, exert a pull on new users of hotel merchandise and services, preservation of active users of hotel merchandise and services, embryonic brand consciousness and improving market position, admittance to research data connected to all other commerce and marketing objectives, as contrasting to marketing infrastructure in other media, electronic mail marketing is isolated cheaper and more competent. The proprietors of many companies do sovereign electronic mail newssheet marketing from their workplaces and homes, in order to have absolute control, exploit results and minimize the costs of email newsletter campaigns. Electronic mail marketing is an important marketing instrument of direct communication that facilitates possible users to disseminate themselves with the hotel suggest and a variety of special reimbursement.

The main advantage of electronic mail marketing is in its personalization, the message is made for a specific user, and if that person finds the offer attractive, it often results in the pay for without having to evaluate it with other participants.

Internet marketing through community association. Communal arrangements, as a comparatively new occurrence in the Internet bubble, are gratis online services that facilitate dissimilar forms of announcement with the world with the likelihood of self-presentation. Social networks like Facebook, YouTube, Twitter and Four Square have become an important marketing instrument of various financial individuals.

Advantages of hotel marketing:

- comparatively low cost of the movement,
- rapid criticism,
- augment of transfer to the hotel website,
- reinforcement of the product,
- Straightforward and fast approval of new hotel merchandise or services.

CONCLUSION

Internet makes the business easier and success in the market in short ways. Internet marketing is the use of information and announcement knowledge in the procedure of creating, delivering and communicating value to customers. The elementary differences of Internet marketing compared to conventional marketing are its aptitude to gather large amounts of data about customers and their performance in the electronic surroundings, interactivity that improve the role of customers and measurement of the belongings of marketing performance. Since of the merciless struggle in the demanding tourist market, in order to keep the active users of merchandise and services and exert a pull on new ones, any serious proprietor, not considering of the capability, period and market site, must, when important marketing concepts, develop detailed marketing activities through the Internet. The most influential and most effectual Internet marketing performance, which can improve sales and attract new clientele, comprise: Internet marketing through the hotel website, Internet marketing using electronic mail and Internet marketing through communal associations. Attractive and interesting websites, undeviating announcement using electronic mail and endorsement of merchandise and services through communal systems, must be significant mechanism of an Internet marketing strategy that can considerably affect the preservation of alive and magnetism of new users of merchandise and services and facilitate enhanced positioning on the tourist marketplace.

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