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e-Marketing in the Hotel Industry: Marketing Mix Strategies

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Springer International Publishing

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Title:	e-Marketing in the Hotel Industry: Marketing Mix Strategies
Year:	2016
Author:	M. Siakalli, A. Masouras, C. Papademetriou
Abstract:	<p>Does the hotel industry fully exploit the e-marketing capabilities? The purpose of this study is to investigate the Internet marketing strategies and practices that are used in the hotel industry. Namely, it examines the level at which the traditional marketing mix model which comprises five dimensions i.e., the traditional 4P's (Product, Place, Price, Promotion) and the Customer Relations (C) is used as an e-marketing strategy. Quantitative analysis will be conducted in order to examine the above with a random sample of hotels located in Cyprus. This area of study is of vital importance since it explores whether hotels implement comprehensive effective marketing strategies and if they fully exploit Internet potentials in order to innovate their products.</p>