

Marketing practices of hotels and resorts in ChiangMai: a study of products, pricing, and promotional practices

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Abstract

The objective of this research is to explore marketing practices in the hospitality industry in terms of product offering, pricing, and promotion along with the relationship of customers' satisfaction with such practices. The study was limited to the hotels and resorts that provide sleeping accommodations and meal options in ChiangMai. The respondents are 189 clients who checked-in during the research time period and 19 owners/managers of these businesses. The findings show that the hotels and resorts are mostly sole proprietorship, and most managers are college graduates and female. They offer discounts, assist and greet customers, work in a friendly manner, and provide clean rooms. Also, no significant relationship was found between the level of marketing practices and the business-related factors. Likewise, there was no significant relationship between the level of customer's satisfaction and the marketing practices. Implications and recommendations are provided for managers.

Key words: Marketing, products, prices, promotion, ChiangMai, tourism.