

Research on Micro Marketing Strategy of High Star Hotels in China

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Abstract: The rapid development of modern Internet technology has had a greater impact on many industries, especially for the service industry is to bring more opportunities and challenges to the service industry. For the hotel industry, facing the generational change of the consumer market, the development of mobile Internet technology has a greater impact on the industry service marketing, and many hotels have to pursue a more perfect marketing strategy according to the needs of consumer groups and changes in behavior. If we simply rely on offline branding to carry out service marketing, it is bound to be overtaken by other competitors. Therefore, in order to help the hotel better accumulate reputation and enhance its influence, we must start from the perspective of improving the hotel business volume and upgrading the user experience, and pay attention to the promotion of the hotel micro marketing strategy. This paper takes this as the background, takes the high star hotel as the research object, combines the present situation of micro marketing of the hotel industry, on the basis of clear micro marketing strategy view, makes the key introduction to the high star hotel micro marketing strategy improvement.

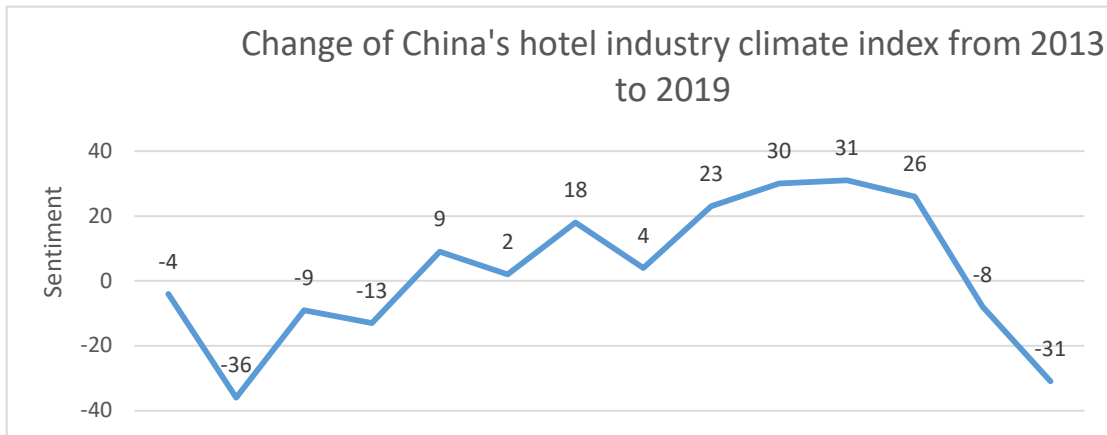
1. Introduction

In recent years, with the rapid development of Internet technology and the gradual maturity and popularization of mobile intelligent terminal technology, the lifestyle of modern people has undergone tremendous changes, and all kinds of network media have begun to fill the life of modern people. Especially in the current flourishing of “We Media”, many fields, including the service industry, have been greatly affected, and their marketing model has begun to change, and the micro marketing model comes into being under this background. From the development status of micro marketing in China, the current application of this marketing model is still in the primary exploration level, at that time it does not affect the successful use of “micro marketing” in some special fields, and the success of these industries also let us see “micro marketing” as a new marketing model, its potential is very considerable. The hotel industry as a special service industry, with the change of people's demand for leisure tourism related areas, the application of micro marketing strategy is particularly important. This paper is based on the high-star hotel research Angle, combined with the current hotel industry and high-star hotel marketing strategy status quo, from the “micro marketing” point of view to explore the development of high-star hotel.

2. Marketing Problems of High-Star Hotels in China

2.1 The Current Situation of Micro Marketing in the Hotel Industry

In January 2020, the climate index of China's hotel industry released by Horwath China shows that since April 2018, the market climate index of China's hotel industry has been “surging down all the way”, and even dropped to the lowest point in the past four years in December 2019, as shown in 1:



Time	Sentiment
In March 2013	-4
In August 2013	-36
In March 2014	-9
In September 2014	-13
In April 2015	9
In August 2015	2
In March 2016	18
In August 2016	4
In April 2017	23
In September 2017	30
In April 2018	31
In July 2018	26
In March 2019	-8
In December 2019	-31

Fig.1 Climate Change of China's Hotel Industry from 2013 to 2019

In addition, since the first half of 2019, the occupancy rate of China's hotel industry has been declining significantly. Of course, the decline in 2020 is directly related to the COVID-19 epidemic. On the other hand, OTA mode has gradually become the first-line channel of the hotel industry, which makes the impulse of the hotel industry to acquire customers through marketing become stronger and stronger invisibly. With the continuous application and development of OTA mode, the marketing cost of the hotel industry becomes higher and higher, but the sales output is not ideal. As OTA not only transforms hotel customers into its own customers, but also forms a competition with the hotel's own member customers. As time passes, the hotel industry becomes more and more dependent on OTA.

2.2 Marketing Problems of High-Star Hotels

With the rapid development of information technology and network technology, the Internet contact all areas of today's society more and more closely, can say every industry more or less have to communicate with the Internet, and with the Internet and greater integration of the industry, some

traditional industries are beginning to use the Internet platform to seek new development pattern, the same is true of high star hotel, they want to use Internet marketing to the innovation development strategy, but in the process of marketing strategy in the pursuit of innovation, some notable problems began to emerge.

(1) Insufficient application of big data

From the current situation of domestic high star hotel marketing strategy and the application of large data are insufficient, the Internet age, huge amounts of large databases can provide huge data resource for the hotel industry, hotel better help collect consumer groups, a more comprehensive understanding of customer's propensity to consume, so that the hotel service strategy, provide more customers with personalized service. But from the current situation, many high-star hotel knowledge with the help of the Internet to save customer information, did not consider the reasonable use of data, can not be combined with big data to analyze the characteristics of consumer groups, so that can not help the hotel to develop more accurate marketing strategy.

(2) The online display of hotel products and services is not attractive

For the network customer base, just like online shopping, customers for the product online display strength is very important, and the current high star hotels in online display lack of enough attraction for customers.

For example, the official website of some hotels is a “threshold” for customers to choose services. The official website of “Wang Fu Hotel” has two contents of product exhibition hall and company album, but when customers click on the official website of “product video” and “company album”, there is no actual content. Moreover, the official websites of many high-star hotels only show room, restaurant and other facilities and price information, and the display content is lack of creativity. When delivering hotel information, the cultural connotation of the hotel is not taken into account, and the real image of the hotel is not presented to customers. Online products and services are not attractive.

(3) Increasing dependence on OTA pricing system

We mentioned above, the OTA channels on pattern has gradually become the first line of the hotel industry, some hotels in the process of using OTA website marketing, in room to ensure that the information under the same conditions, the price is different, because the OTA sites affected by promoting policy, its price is more favorable, and compared with the hotel's website, OTA due to have their own special website operation department, so their website show more rich and distinctive form, so the same products, OTA, whether from product display, or from the aspects of price has more advantages.

However, the official websites of high-star hotels such as Beijing Wangfu Hotel have no obvious advantages compared with the official home pages of OTA. As time passes, both customers and the hotel itself have become dependent on OTA.

(4) The hotel itself online marketing channels are not smooth

The lack of smooth online channel marketing is also a common problem of high-star hotels. A simple example can show that when customers search for a hotel through search engine keywords, about 80% of the searches are occupied by OTA agent information, while the information on the official website of the hotel is virtually useless. Have some hotels in spite of their APP, but due to taking into account such as “ctrip”, “road” cow, such as the influence of the platform, still choose to cooperation, so even a hotel own website with preferential policies, but with a single customer access to information, all the preferential policies that can't be full access to customers.

3. High-Star Hotel Micro Marketing Strategy

3.1 Grasp the Foundation and Core of Micro Marketing

(1) Grasp the three elements of quality, experience and price

High-star hotels do a good job on the basis of micro marketing is the value of customers, need to start from three aspects of quality, experience and price:

First of all, we should continuously meet the specific needs of consumer groups by improving quality, and even bring surprises to more consumers.

Secondly, to provide customers with a more convenient, fast, safe and reliable service process, through the experience of upgrading for the hotel points;

Moreover, pay attention to the transparency of the hotel service pricing, to provide customers with a reasonable price, and the key to a reasonable price is to let customers feel the “price value”, rather than “low price”, from the quality and experience to affect the psychological price of customers.

(2) Do a good job at the core of micro marketing

Hotel micro marketing core three elements for the total customer flow, conversion rate and customer unit price.

The so-called total flow is the number of customer audiences involved in micro marketing and attracted by micro marketing strategy fan base; The conversion rate is through the brand micro marketing strategy to attract more consumers, through the improvement of popularity and consumer groups to bring more business revenue for the hotel, more importantly, it brings greater brand influence; Customer unit price is to improve the revenue contribution of unit customer service. High-star hotels should avoid falling into the mire of price war, so they need to provide unique value and premium ability services for different customers.

3.2 Provide Intelligent Services for Customers

In view of the consumption habits of the hotel's past customers, the construction of an analysis system suitable for consumption habits, to provide customers with intelligent services; Next want to combine the characteristics of customer consumption patterns, rich of payment in international hotel, should not only include the traditional cash (RMB and foreign currency), such as credit CARDS, cheque payment, also should actively explore including alipay, WeChat, jingdong can pay flash flash, cloud and other virtual currency of payment, and on the basis of the existing hotel infrastructure upgrades, in pay rooms equipped with terminal devices, for example, in a room, let the customer can complete all contents in bill query, payment, such as operation, convenient and quick to complete the check-in process.

3.3 Improve the Big Data Product Strategy

Combining with the characteristics of “Internet +” era, the high star hotel must first sweeping segmentation of customer groups, according to the characteristics of the hotel industry and service category, in-depth analysis of customer consumption tendency, payment and consumption habits and even in taboo, etc, to provide customers with more comprehensive high quality service, at the same time can also be upgraded through the hotel service business, to attract more customers; Secondly, it is necessary to combine the use of mobile terminal technology to build a more intelligent hotel and develop more intelligent hotel products, such as intelligent robot service and interpersonal coexistence service, so that customers can experience unique hotel services. Furthermore to combining with the characteristics of high star-rated hotel, they are seeking service upgrade, more hope to have an independent space, so the hotel should pay attention to the science and technology and automation upgrade of guest room control system, such as customer only need to “move the fingers” by means of the integration of software can realize the room internal operation of infrastructure, such as fingerprint recognition, open the door, open the TV

air-conditioning and other facilities.

3.4 Provide Differentiated Online Prices

Combined with the current of the OTA patterns depend on the status quo, international hotel online price will have some difference with the third party platform, pursue new pricing models, such as high star-rated hotels can use their own website to provide new fuzzy pricing strategies, such as automatically according to the customer check-in event, scheduled time recommend guest rooms, and customers can choose according to their own wash rooms of different prices, by differentiating prices to provide customers with more choice.

4. Conclusion

Above all, on the Internet with the background of high star hotel, as a special service industry, the application of micro marketing strategy is particularly important, and want to use a marketing strategy to enhance the competitiveness of the hotel, to attract more customers, we must grasp the good micro marketing foundation and core elements, combining with the characteristics of big data provide more intelligent service to our customers.

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