

SERVICE MARKETING OF KALIPAYAN HOTEL AND RESORT

Case Study

CATHERINE A. PALISOC

College of Economics, Management and Development Studies

CAVITE STATE UNIVERSITY

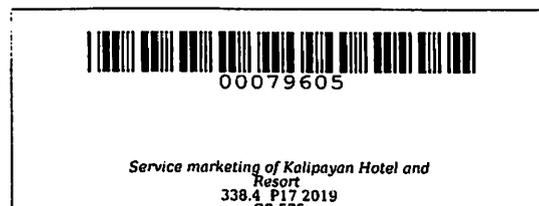
Indang, Cavite

January 2019

SERVICE MARKETING OF KALIPAYAN HOTEL AND RESORT

Case Study
Submitted to the Faculty of the
College of Economics Management and Development Studies
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirement for the degree
Bachelor of Science in Business Management



CATHERINE A. PALISOC
January 2019

ABSTRACT

PALISOC, CATHERINE A., SERVICE MARKETING OF KALIPAYAN HOTEL AND RESORT.An Undergraduate Case Study. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. January 2019. Adviser: Tania Marie P. Melo.

Service Marketing of Kalipayan Hotel and Resort was a case study conducted at Kalipayan hotel and resort located at Km 29 Emilio Aguinaldo Highway, Salitran 2, Dasmarinas Cavite for 320 hours. The study primarily dealt with the service marketing of Kalipayan Hotel and Resort. The objective of the study was to describe the profile of the company, discuss the organization and management of the company; discuss and analyze the servuction model that influence the service experience of the customers of the business using SWOT analysis; discuss and analyze the four P's of service marketing of Kalipayan hotel and resort using SWOT analysis; discuss and analyze the promotional tools used by the company; and identify the problems encountered by the company and provide solutions to the identified problems.

The researcher used two approaches to obtain needed information. The first approach is through personal interviews with the employees of the hotel resort. The second approach is through internet by surfing the blog sites for customer reviews.

Kalipayan Hotel and Resort was built to offer variety of services and amenities, which can be a place for people who are seeking escape from the stress of urban living, where they can relax and recharge. Kalipayan hotel resort also accepts reservation for different occasions such as weddings, debuts, baptismal, birthdays, and seminars.

The company uses flyers, brochures, tarpaulins, and social media like Facebook page to inform their valuable customers of their amenities and services. One of the problems that the researcher observed is that the management fails to inform the customers about their policies and rules that cause misunderstanding with the guests. The company also received complaints from guests regarding the noise of the aircon and presence of mosquitoes in their rooms.

To avoid the misunderstanding with the guests the researcher recommends that the management should inform the other guests if there is an event, and the amenities that were offered for the event on that day. In terms of guests complaints the housekeeping department should constantly monitor the condition and facilities of the rooms.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	ii
ACKNOWLEDGMENT	iii
ABSTRACT	v
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDICES	xi
INTRODUCTION	1
Significance of the Study.....	3
Objectives of the Project.....	4
Time and Place of the Study.....	4
Scope and Limitation of the Study.....	5
Definition of Terms.....	6
METHODOLOGY	7
Collection of Data.....	7
Methods of Analysis.....	7
DESCRIPTION OF THE COMPANY	10
Historical Background.....	10
Location of the Company.....	11
ORGANIZATION AND MANAGEMENT	13
Management Practices and Policies.....	17

SERVICE MARKETING.	18
Services Offered.	18
Price.	20
Place.	25
Promotion.	25
People.	27
Process	27
PROBLEMS ENCOUNTERED BY THE COMPANY.	29
FUTURE PLANS OF THE COMPANY.	29
ANALYSIS OF MARKETING STRATEGIES	30
Strength	30
Weakness	31
Opportunities	31
Threats ..	32
Servuction Model.	32
SUMMARY AND RECOMMENDATIONS.	40
Summary.	40
Recommendation.	42
REFERENCES.	43
APPENDICES.	44

LIST OF TABLES

Table		Page
1	Wedding packages price list.	21
2	Debut packages price list.	21
3	Baptismal package.	21
4	Kiddie party package price list.	22
5	Seminar package price list.	23
6	Room rates of Kalipayan Hotel.	24
7	Function rooms price list.	24
8	KTV rooms price list.	24
9	Swimming pool rates of Kalipayan hotel resort.	25
10	Cottages and tables of Kalipayan hotel resort.	25
11	Promotional tools used by the Kalipayan hotel resort.	26
12	SWOT Analysis of Four P's.	36
13	SWOT Analysis of Servuction Model.	38

LIST OF FIGURES

Figure		Page
1	Location Map of the Company.	11
2	Layout of the Company.	12
3	Organizational Structure.	16
4	Steps in Registration Process.	28
5	Steps in Checkout Cleaning Process.	28
6	Servuction Model.	39

LIST OF APPENDICES

Appendix		Page
1	Letter of Request to the Company	45
2	Memorandum of Agreement.	47
3	Daily Time Record	50
4	Certificate of Completion	52
5	Evaluation Sheet	54
6	Timetable of Activities	56
7	Flyers of Kalipayan Hotel and Resort.	58
8	Menu of Kalipayan Hotel and Resort	66
9	Types of Rooms in Kalipayan Hotel.	68
10	Facilities and Amenities of Kalipayan Hotel and Resort	71
11	Routing Slip.	76

SERVICE MARKETING OF KALIPAYAN HOTEL AND RESORT

Catherine A. Palisoc

An undergraduate case study manuscript submitted to the faculty of Department of Management, Cavite State University in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing Management with Contribution No. 2019 - 397. Prepared under the supervision of Ms. Tania Marie P. Melo

INTRODUCTION

The hospitality industry is a broad group of business that provide services to customers. It is focused on the satisfaction of customers and providing specific experiences for them. The term hospitality means welcoming of people with a warmth and kindness. It is a relationship between a guest and a host. The hospitality business is based on the culture of serving guests with warmth and care so that they can feel comfortable.

An example of a hospitality business is a hotel resort. Hotel resort is a commercial establishment built to provide accommodation and array of amenities, typically including entertainment and recreational activities. The Philippines hotel industry is expected to see a continued growth in the next five years amid the decline in hotel company rates in the first half (Gonzales, 2015).

Hotel industry in Philippines is a rapidly growing market. The increasing popularity of hotel resort businesses has brought intense competition. Each firms aims