

SERVICE MARKETING OF KALIPAYAN HOTEL AND RESORT

Case Study

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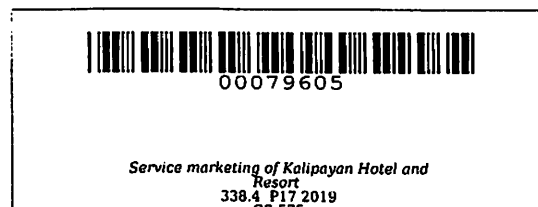
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Case Study
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ABSTRACT

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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.

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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