ASSESSMENT OF THE MARKETING ACTIVITY IN FIVE-STAR HOTELS

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Abstract

This study aims to assess the marketing activitiy in five star hotels in Greater Cairo. It identifies the factors that have an impact on customers' purchasing decisions. A questionnaire form was developed to collect the required data for this study. A total of 300 forms were randomly distributed to a sample of hotel guests; only 248 forms (82.7%) were valid for analysis. Moreover, 20 valid forms were received from marketing managers. The obtained results showed that the majority of marketing managers use face to face selling as a direct marketing, in addition to the demand based pricing, they organize celebrations of different events and they continuously update the hotels' offers and discounts. On the other hand, the majority of the surveyed guests showed interest in offers and discounts provided by hotels; they prefer hotels that offer fair prices and ensure quality of service. In general, they use travel agents, hotels advertising campaigns and the internet for searching and they use the internet heavily to help them make travel decisions more quickly.

Keywords: Marketing Activity, Greater Cairo, Five Star Hotels, Purchasing Decision..

تقييم النشاط التسويقي بفنادق الخمس نجوم بالقاهرة الكبري

الملخص

النشاط التسويقي الناجح هو الذي يخلق الإتصال المستمر بين رجل التسويق والعملاء سواء كان بطريقة مباشرة أو غير مباشرة. تسعى هذه الورقةالبحثية الي تقييم النشاط التسويقي بفنادق الخمس نجوم بالقاهرة الكبري ومعرفة العوامل التي تؤثر علي القرار الشرائي لدي العملاء. تم توزيع إستمارات إستبيان بطريقة عشوائية علي مجموعة من الضيوف ومدراء التسويق بفنادق الخمس نجوم بالقاهرة الكبري بهدف تحقيق أهداف البحث، فتم توزيع عدد (٣٠٠) إستمارة إستبيان علي الضيوف وتم تجميع وتحليل (٢٤٨) إستمارة صالحة بنسبة (٨٢.٧٪)، وأيضًا تم توزيع (٢٠) إستمارة إستبيان علي مديري التسويق وكانت جميعها صالحة للتحليل. أظهرت النتائج أن أغلبية مديري التسويق يفضلون البيع وجها كطريقة من طرق التسويق المباشر وأيضًا يفضلون التسعير علي حسب حجم الطلب وكذلك ينظمون الحفلات للمناسبات المختلفة لجذب العملاء وزيادة قوة العلاقة معهم وانتمائهم للفندق. تؤثر الأسعار المعتدلة علي قرارت العملاء نحو اختيار الفنادق ثم العروض والخصومات ثم سهولة وسرعة عمليات الحجز، ثم تحديث معلومات الفندق بإستمرار علي موقعه الإلكتروني وكذلك صفحاته علي مواقع التواصل الإجتماعي لمعرفة كل ما هو جديد عن الفندق.ولذا فلابد من إهتمام مديري التسويق بفنادق الخمس نجوم بتحسين وتطوير النشاط التسويقي ومراعاة التطورات التكنولوجية ومواكبة العصر في حملاتهم الدعائية لتحقيق تطلعات العملاء وتحقيق رضاهم.

الكلمات الداله :النشاط التسويقي، المزيج التسويقي، صناعة الضيافة، قرارات شراء العملاء

Introduction

There are numerous challenges that hotels face. Hotels have to deal with these challenges when they are going to market their products and services. Hospitality industry must be aware of the many different special characteristics that affect their marketing (Bowie and Buttle, 2004). Marketing emphasizes on satisfying the customer needs. The customers tend to make decisions on buying products or services based on their perception of the value and satisfaction that the product or service delivers. From the company's point of view the goal of marketing is building and managing profitable customer relationships. In order to achieve this, it is not enough only to first market the product and then sell it, but make sure that the product being sold will meet the standards and be enough to fulfill the customer's expectations (Kotler et al., 2004). Marketing activities focus on the customer and therefore, a market-driven organization begins its overall strategy with a detailed description of its target market. After marketers select a target market, they direct their activities towards profitably satisfying that target segment (Amar, 2009). The central focus of marketing is satisfying customer requirements (Johan et al., 2004). This study aims to assess the marketing activitiy in five star hotels in Greater Cairo and to identify the factors that have impact on customers' purchasing decisions.

Review of Literature

The marketing concept does not only target to maximize profitable sales volumes but to generate profits through customer satisfaction. Therefore, the emphasis is not solely on selling products but on selling satisfaction (Chopra, 2012). Kotler et al., (2009) mentioned that marketing is about the art of meeting human and social needs by choosing the right target markets, and managing the customer's needs through communicating tools and delivering customer value. One of the most important concepts in the definition of marketing is that of exchange, the process by which individuals or businesses give and receive something of value. Exchange involves the actual trading of a product or service. Marketing is the link between a business and its customers. The link is necessary because there are gaps that must be bridged between a business and its customers (Johan et al., 2004). Hospitality marketing is unique because it deals with the tangible and intangible aspects of the product. Proper marketing effort promotes a product or service that fills the needs and wants of the

customers and at the same time, bring profits to the organization (Tan et al., 2009).

Perreault and McCarthy (2004) stated that "the marketing mix is the set of marketing tools that the hotel uses to pursue its marketing objectives in the target market. Dividing the multitude of marketing variables or mix into four distinct categories makes it much easier to formulate a marketing strategy. The four categories are (1) product, (2) place, (3) price, and (4) promotion, and are commonly called the "4ps". Solomon el al., (2000), stated that "Marketing mix is the tools that are used together to create a desired response among a set of predefined consumers.

Market holds a large number of individual customers who have different needs, preferences and buying habits and capacities. Market segmentation is the division of this total market into different customer groups. Not only does marketing segmentation enable a company to match their marketing effort to the needs of the target market, marketing segmentation also shows which customer groups not to target. Market segmentation can be done on the basis of geographic, demographic, psychological, and behavioral variables (Chopra, 2012).

Relationship marketing is a strategy in which a hotel seeks to build long term relationship with its customer by providing and increasing their customer value to satisfy them towards their offerings. In order to maximize the customer value it is important to ensure good relationship with consumers. The goal of relationship marketing is ensuring value to consumer for the long term and producing enduring customer satisfaction (Shaker, 2009). On the other hand, Miller and Michael (2012) indicated that internet marketing is using the internet and other interactive technologies to create and mediate dialogue between the firm and identified customers. With the vast and increasing number of internet users and the broadening of various internet communications, e.g. social media, many operations prefer to apply these communications in order to overcome competition and succeed in business (Smith et al., 2011).

Research Methodology

In order to assess the marketing activitiy in five star hotels and to identify the factors that have impact on customers' purchasing decisions, guests and marketing managers from twenty five star hotels in Greater Cairo were surveyed. The data collection process was conducted over a three month period during the moderately high summer season from June to November

in 2016. A total of 300 questionnaire forms were randomly distributed to guests; only 248 forms (82.7%) were valid for analysis. Moreover, twenty questionnaire forms were distributed to marketing managers, and all returned forms were valid for analysis. The guests' questionnaire consisted of seven sections. The first section collects the demographic data of the respondents. The second section intended to clarify the sales promotion tools. The third section illustrates the factors influencing on hotels selection, followed by the fourth section which illustrates the reservation types. The fifth section clarifies the promotional mix, while the sixth section explains advertising media. Finally, the seventh section illustrates the importance of the internet in marketing.

The questionnaire addressed to the marketing managers consisted of eight sections. The first section intended to reveal the marketing managers' background information, while the second section intended to clarify the direct marketing channels. The third section illustrates the pricing policies, followed by the fourth section which illustrates the distribution channels. The fifth section clarifies the market segmentation. The sixth section explains public relation activities, followed by the seventh section which illustrates the benefits of social media in marketing. Finally, the eighth section explains the internet marketing problems.

The respondents were asked to determine their levels of agreement with each statement using a five-point Likert-type scale (Strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1). The Statistical Package for the Social Sciences (SPSS) version 22 was used to analyze and compute the collected data.

Results and Discussion

A. Guests' Questionnaire Analysis

Table 1 shows the demographic profile of the respondents. As it can be observed from table 1, among the 248 respondents, 177 respondents (71.4%) were males and 71 respondents (28.6%) were females. With respect to the nationality variable, a high proportion of the sample (54.8%) were foreign guests, (39.5%) were Arab guests, and only (5.7%) of the respondents were Egyptians. As for the age of respondents, the highest proportion of the respondents (57.3%) fell into the age group between 35 and 44 years old; this was followed by the age group between 25 to 34 years old (22.2%), the age group more than 45 years old was represented by (18.1%), and the age group between 18 to 24 years old was the smallest group in the sample which represent only (2.4%) of the total sample. The

majority of the guests (41.9%) were married without children, followed by (33.9%) of the respondents who were singles, and finally (24.2%) of the respondents were married with children.

Table 1: Respondents' Demographic Profile Analysis

Terms		Frequency	Percent
Gender	Male	177	71.4
	Female	71	28.6
Nationality	Egyptian	14	5.7
	Arabian	98	39.5
	Foreign	136	54.8
Age	18-24 years	6	2.4
	25-34 years	55	22.2
	35-45 years	142	57.3
	More than 45 years	45	18.1
Marital Status	Single	84	33.9
	Married without children	104	41.9
	Married with children	60	24.2

Table 2 shows the results obtained from the questionnaire distributed to guests in five star hotels, the analysis shows the statements along with the mean and standard divisions.

Table 2: Mean and standard deviations of guests' opinions.

	Terms	Mean	Std. Dev.
The sales promotion tools			
1	This hotel displays offers and discounts so that you select it.	3.92	.89
2	Coupons for free nights and free meals that impact your purchase decision	3.25	1.14
3	Contests and sweepstakes modify your hotel selections	2.79	1.16
4	Free travel modifies your purchasing decisions	3.22	1.14
5	Premium or bonus offers that impacts your purchase decision	3.37	1.2
The hotel selection			
6	This hotel offers its facilities and services with fair price	3.58	1.12
7	This hotel is situated in a convenient location for you	3.42	1.03
8	This hotel has a good reputation and brand name	3.43	1.04
9	Security and safety are affecting your selection for a specific hotel	3.31	1.05

10	Quality standard of services attracts you to a specific hotel	3.55	1.2
11	Recreational services in the hotel affects your selection	3.34	1.21
12	Guests rooms designs and amenities are important to you	3.32	1.19
The reservation type			
13	You used travel agents for searching of the hotel	3.23	1.24
14	You trust the information on the internet for searching of hotel	3.60	1.09
15	You used tour operators for reservation in this hotel	2.48	1.53
16	You used hotel representatives for reservation in hotel	3.٠٤	1.3
The promotional mix			
17	Advertising is very informative about the hotel and its products and services.	2.51	1.34
18	Public relations designed to offer positive information about the hotel or its products.	3.37	1.06
19	Personal selling can modify the information presented in response to the needs of you	3.72	.97
20	Sales promotion incentives to encourage the purchase of a product or service	3.54	1.14
The advertising media			
21	The advertising of the hotel on magazines and journals attracted you	3.04	1.33
22	The advertising of the hotel on the internet attracted you.(e.g. social media)	3.27	1.51
23	The advertising of the hotel on billboards attracted you.(e.g. banners)	2.72	1.44
24	The advertising of the hotel on television attracted you	3.12	1.15
The internet marketing			
25	The information obtained from the hotel' website is trustworthy.	3.35	.86
26	Internet marketing would enable you to make travel decisions more quickly.	3.71	.87
27	Internet marketing enables you to choose your best hotel easier.	3.33	.88
28	Internet marketing is very informative and influences on your decision.	3.44	1.01

29	The hotel website is simple and easy to understand.	3.50	.94

(1) The sales promotion tools

The results showed that offers and discounts are the most attractive tools for customers. These results come into agreement with Raymond (2000) who mentioned that the attributes directly influencing choice are determinant attributes as they may arouse consumers' purchase intentions and differentiate from competitors' offerings. The discounts and facilities offered by a hotel lead customers to choose one product over others. The results also show that coupons for free nights and free meals are very important because many customers are looking for hotels that use this tool. The results show that attracting new customers has become easier by using contests and sweepstakes. Also tools of free travel have a great impact on the purchasing decisions of customers. The results show that premium or bonus offers are also useful for encouraging and rewarding existing customers. These results come into agreement with Robert et al., (2012) who suggested that sales promotions are designed for different purposes and different target audiences. Sales promotion measures help to attract or create new customers for the products. While moving in the market, customers are generally attracted towards the product that offers discount, gift, prize, etc. on buying.

(2) The hotels selection

The survey results showed that most respondents are searching for hotels that have fair prices. The convenient location is also considered the most important factor affecting the decisions of the purchase of customers to save their time and effort. This result is consistent with Kotler et al., (2004) who concluded that, convenient location of the hotel is the most influential tool for choosing a hotel. The results show that the majority of customers are looking for a brand name because previous experience in these hotels or the experiences of their friends and relatives. The reputation of the hotel is very important in attracting customers. The results showed that the security and safety factor is very important in influencing the purchasing decisions of customers, especially in recent times. The results indicated that the quality standard of the service has an impact on the purchasing decisions of the customers, especially the second time, and the assessment of quality standard of services depends on the previous experiences of the customers. The results show that recreational services have a great impact on the decisions of the purchase of customers and it is considered a competitive

advantage of the hotel. The results showed that some customers are affected by the design of the room and this may affect their purchasing decisions.

(3) The reservation type

The results showed that some customers prefer travel agencies because they are looking for peace of mind and relax. Travel agencies are available before, during and even after their trip, they are trusted and safe. The answers also showed that guests prefer to use the internet in hotel reservations for saving their time and money; they can finalize their travel plans within minutes. The results confirmed that tour operators are no longer much needed by those wishing to travel because customers are obliged to wait until the group is completed and consequently lose their time. The responses showed the unwillingness of guests to listen to the hotel representative because of their lack of time and the urgent desire of hotel representatives to force customers to buy the rooms and products of these hotels until he gets the commission, while most of guests prefer to know the offers and details about the services through face to face selling.

(4) The promotional mix

The answers indicated that advertisings are no longer desirable to many customers. The results of the analysis of guests' opinions indicate that audiences are more likely to trust messages coming from an objective source rather than paid-for advertising messages. It is one of the most credible forms of promotion and can be persuasive. The results show that personal selling is the most effective promotional method for building relationships with customers, particularly in the business-to-business market and the most practical promotional option for reaching customers who are not easily reached through other methods. The results show that guests in five star hotels prefer this type of promotion because sales promotion is enticing a customer to take a specific action such as make a purchase or request more information. A sales promotion usually occurs for a limited period of time to help create a sense of urgency. Examples of sales promotion can include coupons, free trial periods, and discounts.

(5) The advertising media

The results indicate that guests are constantly influenced by ads in magazines and newspapers because many magazines and newspapers address a certain age group of a particular audience or group and this can reach the target customer. Moreover, the results obtained indicate that online advertising is very important and has impact on them. The results indicate that most guests do not interact with ads on billboards. The results indicate

that guests were strongly influenced by advertising on television. These results come into agreement with Steenburgh and Avery (2008) who mentioned that the online marketing is the most influential and the second largest advertising channel after television advertising, as it targets more advertising objectives and increases consumers' retention better than traditional advertising.

(6) The internet marketing

The results showed that some customers confirm the reliability of the information on the website of the hotel and this kind of customers are always using the Internet and have sufficient experience to know if this website is fake or not. The results also show that the guests prefer using the internet so they can compare products or services they wish to purchase from the comfort of their own homes. These results come into agreement with Thorne (2008) and Kotler et al., (2009) who mentioned that internet marketing makes the customers acquire more information about how to purchase services and products at any time only by simple click from their homes. The results showed that most customers are searching for their best hotels through the internet and in a very short period of time they can take their purchasing decision. The results also show that internet marketing is very informative and influences the purchasing decision and this comes into agreement with Dann (2010) who stated that internet marketing offers improved customer service by customizing offerings to customers. The results show that the hotels' websites in general are simple and easy to understand.

B. Marketing Managers' Questionnaire Analysis

According to the categories related to the type of the hotel variable, the vast majority of the marketing managers (80%) were currently working in chain hotels, followed by (20%) who were currently working in independent hotels.

The results obtained from marketing managers were computed and analyzed in Table 3 and Table 4.

Table 3: Mean, and standard deviation of managers' opinions.

	Terms	Mean	Std.Dev
The direct marketing			
1	Face to face selling allows an interactive relationship to be developed between your hotel and the customers.	3.80	1.36
2	Online marketing is clear and understandable for your employees, and customers to use.	3.35	1.43
3	Your hotel makes communications with customers by telemarketing.	2.75	1.62
4	It is very important to communicate with customer by direct mail marketing.	3.70	1.46
5	Catalog marketing illustrates direct marketing through print, video, or electronic catalogs.	3.15	1.50
6	You use kiosk marketing to be near continuously to your customers.	2.80	1.54
The pricing policies			
7	Your hotel pricing depends on competition based pricing.	3.45	1.28
8	Your hotel pricing depends on demand based pricing.	3.70	1.38
9	Your hotel pricing depends on cost based pricing.	3.45	1.54
10	Your hotel pricing depends on value based pricing.	3.35	1.2
The distribution channel			
11	Your hotel depends on travel agent to help customers	3.95	1.05
12	Your hotel depends on the internet to help customers	3.45	1.35
13	Your hotel depends on hotel representatives to help customers	3.95	1.09
14	Your hotel depends on tour operator to help customers	3.10	1.29
The market segmentation			
15	Your hotel segments its market by geographic segmentation.	3.80	1.39
16	Your hotel segments its market by demographic segmentation.	3.40	1.46
17	Your hotel segments its market by psychographic segmentation.	3.25	1.51
18	Your hotel segments its market by behavioral segmentation.	3.05	1.47

	The public relation activities		
19	Your hotel organizes celebration of special events to attract the customers.	3.65	1.31
20	Your hotel organizes attendance of symposiums and conferences	3.25	1.20
21	Your hotel organizes exhibitions to display the offers and services of the hotel.	2.85	1.43
22	Your hotel organizes photographic publicities to attract new customers.	3.45	1.24
	The social media marketing		
23	Social media sites are easy and understandable for your employees to use.	3.15	1.35
24	Social media sites are easy and understandable for your customers to use.	3.40	1.23
25	Social media marketing provides various benefits to your hotel.	3.25	1.33
26	Your hotel continuously updates information on its social media pages.	3.75	1.16
27	It is very important for your hotel to organize information on its social media pages to be reliable, relevant, and accurate.	3.20	1.44
28	Social media marketing helps your customers to recommend the hotel's services to others.	3.15	1.39
29	Using social media sites is a fast and efficient way to get more information.	3.70	1.38
	The internet marketing problems		
30	The website of your hotel faces credibility problems.	3.45	1.47
31	The website of your hotel faces security and safety problems on its application	3.30	1.34
32	The website of your hotel faces lack of staff knowledge and training problems.	3.25	1.52
33	The website of your hotel faces maintenance and site updating costs problems more times.	2.80	1.54
34	The website of your hotel faces technical problems in the high seasons.	3.45	1.43

(1) The Direct Marketing

The results show that face-to-face selling is often the most effective way to build customer loyalty and boost sales because it has the following features: body language which speaks a lot louder than words and builds relationships and trust with new customers. This finding is consistent with Kotler et al.,

(2001) who stated that face to face selling is the original and the oldest form of direct marketing. The results also show that internet marketing is important because it aligns with the way customers make purchasing decisions; it enables the customers' communication cycle to be open 24/7. The Internet builds relationships with customers and increases customer retention levels. This is consistent with Chitty et al. (2011) who mentioned that there are many advantages such as cost effectiveness, targeting and customization.

The results showed that telemarketing is not very feasible due to its many disadvantages such as it has a negative image that could damage your business' reputation if it was carried out poorly, and customer lists can be very costly. This is disagreeable with Kotler et al., (2001) who stated that Telemarketing has become the major direct marketing communication tool. The results also show that direct mail marketing has several benefits, so marketing managers should use it. Direct mail marketing is highly targeted, personalized, easy and affordable. The results show that catalog marketing is one of the most important methods that marketing managers need to show their products and services and help the customers to be able to place orders on the phone, online, and through the mail. Finally, the results show that kiosk marketing is one of the least used methods and does not care about marketing managers due to high installation and authorization cost.

(2) The Pricing Policies

The results show that competition-based pricing is one of the most common types of pricing because of its advantages where no complex computations are required and the marketing managers use it to have a suitable market share. The results also show that demand-based pricing is the most pricing type that marketing managers use all the time. It is flexible with customers and also known as customer-based pricing. Many marketing managers prefer this type to get potential high profit. This is consistent with Tan et al., (2009) who mentioned that, five star hotels are seeking mainly for profit on their main target. Therefore these hotels adopt demand-based pricing, because the demand means the quantity of a hotel product (goods or service) that customers are willing and able to buy at a suitable time with a suitable price. The results also show that cost-based pricing is one of the most common types and preferable because it is fair, logical and used by many marketing managers when pricing a new product or opening a new hotel where the incurred costs are covered. Finally, the results show that a value-

based pricing is used by many marketing managers in certain situations such as pricing services that is better than their competitors.

(3) The Distribution Channel

It is noted from the results that the hotels management deal with travel agencies because they have a significant impact on customer decisions. However, most of these hotels management do not try to facilitate customer procedures to obtain the largest market segment. The results showed that there is a great follow-up and attention from marketing managers on the Internet, especially the sites that interested in tourism and travel. This is consistent with O' Connor and Piccoli (2003) who mentioned that the Internet has a significant impact on the lodging industry. The results indicate that the managers of marketing are working and are striving to create a new competitive advantage that makes their hotels distinguished and acquires a good market share by using face to face selling. This is consistent with Kotler et al., (2001) who reported that when hotel representatives sell hotel rooms and hotel services in a given market area, this will be more effective for hotels. Finally, the results showed that the majority of marketing managers deal with tour operators because they help customers select the hotel and make the booking or purchasing as easy as possible.

(4) The Market Segmentation

Most of the responses indicate that the geographic segmentation is popular among marketing managers for a number of valid reasons. For example, targeting is very easy due to the advertising and promotion activities are limited to the borders chosen, and geographic target markets can easily be monitored in their development. It is to facilitate reaching the tourist market. It is an easy method to divide the market into similar segments. Most of the answers note that there is an interest from marketing managers in demographic segmentation because the hotels use demographic environments to identify target markets for specific products or services and also extract advantageous information about consumer behavior not already extracted. This is consistent with Tan et al., (2009) who mentioned that buyers' preferences may vary because of their demographic differences.

The results confirmed that most marketing managers use psychological segmentation because it helps them in understanding their end-user's interests, lifestyle, and values. This is consistent with Chopra (2012) and Middleton et al., (2009) who mentioned that through market segmentation hotels tend to divide their market into smaller segments. All of the segments

have specific needs and by dividing the market those needs can be met more efficiently with products and services that match their unique needs. The results show that few marketing managers use behavioral segmentation although it is important to use at sometimes because it helps to know the way the population respond to, use or know a certain product.

(5) The Public Relation activities

The results indicate that marketing managers organize celebration of special events to attract new customers and strengthen their relationships with existing customers. Results indicate that few marketing managers organize and attend symposiums and conferences to introduce the hotel and its current and new products as well as the level of its services. The results indicate that marketing managers organize various exhibitions to show their products and offers and attract the largest number of customers. Finally the results indicate that marketing managers organize customer photographic publicities and attract potential customers to experience products and services for the first time with great offers or free of charge.

(6) The Social Media Marketing

The results indicate that the staff of the marketing departments have no difficulty in understanding or using the social media sites so they should be constantly trained on how to get new customers from these websites and advertise the hotel brand. Efficiently managed social media sites can be the best medium for building client relationships, building hotel brand, retaining customers, and encouraging repeat visits. The results indicate that customers from the point of view of marketing managers have no difficulty in using social media sites and most marketing managers are thinking of publishing on their Facebook page especially the news related to their special offers. The results also indicate that marketing managers emphasize the importance of social media sites at this time and have many benefits such as advertising, brand awareness and reputation, sales increase and customer relationships.

The results indicate that marketing departments are constantly updating the information and providing offers and discounts on the pages of social media sites. Therefore, marketing managers must allocate a marketing team for internet marketing. The results indicate that the marketing manager's focus on the information included in the pages of social media sites as it is reliable, relevant and accurate. The results also indicate that marketing managers are focused on fans customers to help them market their products and services. Finally the results show that the managers of marketing prefer to use social media because it is a fast and efficient way to get more

information about the market and it helps them get closer to the customers. This result comes into agreement with Tariq and Wahid (2011) and Gregurec et al., (2011) who mentioned that social media offers the ability to segment the market effectively based on users' profiles, and helps the customers to get more reliable information about hotel.

(7)   The Internet Marketing Problems

The results indicate that marketing managers find that customers do not like to follow the website of the hotel and prefer face to face selling. The results indicate that marketing managers face security and safety problems of the hotel's online application and thus negatively affect the security and security of customer information; this is consistent with Sekar (2013) who mentioned that most consumers don't completely trust websites of hotels. The results also show that the marketing managers find that the employees have a lack of knowledge of how to use technology, so it requires effective training for them to increase their level of performance and attract many customers as possible as through the internet marketing. The results also indicate that marketing managers suffer from the large cost of maintaining the website of the hotel. Finally, the results indicate that the marketing managers do not rely heavily on the site of the hotel, but on many sites specialized in hotel reservations.

Research Limitations

Study limitations presents in the following points:

(1) Place limitations:

Determining five star hotels in Greater Cairo to be study population because the elements of time and effort to reach all five star hotels in Egypt, and hotels which located in Greater Cairo are general measurement to all five star hotels and the majority of all five star hotels market has been centralized in Cairo (The Capital of Egypt).

(2) Time limitations:

The researcher restricted his field work on the period between November 2016 to March 2017.

(3) Organizational Commitment:

The researcher is trying to assess the marketing activities in five star hotels in Greater Cairo.

Conclusions

The findings of the study imply that especially, marketers need to consider developing new media channels and Web site design to attract variety and novelty customers.

Recommendations

Based upon both the literature reviewed and the field study findings, the following recommendations could be suggested:

• Develop new media channels and web site design to attract variety and novelty seekers.

• Post and update your hotel news, hotel honor and awards, and charity /donation to build your hotel brands on the touristic websites and social media pages.

• Follow up guests opinions and suggestions via hotel evaluation websites such as (trip advisor, booking.com and trivago) which will be play a major role in the success of hotel institutions.

• Start with a web promotion plan and an effective web design and development strategy.

• Follow an appropriate method to segment the market into similar groups of customers that have common needs and desires.

• Plan and conduct several programs of the public relations, and apply the personal selling because helps in building friendly relationships with the customers.

• Apply the direct marketing that would enable to strengthen relationship with the clients. Thus, prevent the other hotels from attracting their clients.

• Enhance opportunities to help members identify like-minded customers who are seeking similar hotel services (e.g. in-room hotel technologies such as touch screen tablets or Wi-Fi).

• Preparing a specialized team to follow up electronic websites and social media sites to study the market, to know the wishes and aspirations of customers and to increase the sales.

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