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Field of Study: Hospitality management and tourism

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MARKETING COMMUNICATION OF HOSPITALITY
FACILITY FOCUSING ON CONGRESS TOURISM
MARKETINGOVÁ KOMUNIKÁCIA UBYTOVACÍCH ZARIADENÍ SO ZAMERANÍM
NA KONGRESOVÝ CESTOVNÝ RUCH

BACHALOR THESIS

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2. Practical part of BA work:

Analytical part: Characterize the selected enterprises providing accommodation services. Focussing on the individual elements of the marketing, especially communication mix. Segmentation of the market in order to determine the target group.

Suggestions part: The possible use of various forms of communication and planning of the best strategy in this area for the selected entity. The discussion then, inter alia, mentioning the main factors influencing the success of the proposed processes and outputs of work in the long term plan of the selected entity.

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[2] MACKENZIE, I. *Management and marketing: with mini-dictionary*. Hove: Language Teaching Publications, 2001, 144 s. ISBN 1899396802.

[3] KIRALOVÁ, A. *Marketing hotelových služeb*. 2. vyd. Praha: Ekopress, 2006, 158 s. ISBN 80-86929-05-1.

Other books and literature will be recommended by supervisor.

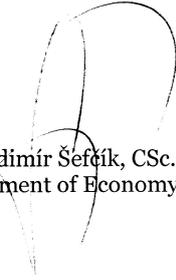
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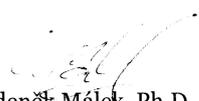
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Annotation

The theme of the bachelor thesis is a marketing communication in hospitality focusing on congress tourism. The aim of this work is to suggest new improvements and possibilities of the marketing communication in selected accommodation facility. The thesis is divided into two parts. The first part discusses theoretical aspects of the issue. There is mention of concepts of marketing communication and marketing mix, its use, function and meaning. Furthermore, there is a description of the concept of congress tourism. The second practical part will analyze the undertaking providing accommodation services. This section focuses on marketing communications and the marketing mix of hospitality. There is also a converted market segmentation to determine the target group. In addition this section will consider the possibility of using various forms of communication and will draft the best strategy for the selected entity.

Key words: Marketing communication, Marketing mix, Hotel Kaskady, Congress Tourism

Anotácia

Témou bakalárskej práce je marketingová komunikácia v ubytovacom zariadení so zameraním na kongresový cestovný ruch. Cieľom práce je navrhnúť zlepšenia v marketingovej komunikácii vo vybranom ubytovacom zariadení. Bakalárska práca je rozdelená na dve časti. V prvej časti sú rozobraté teoretické stránky problematiky. Sú tu spomenuté pojmy ako marketingová komunikácia a marketingový mix, ich využitie, funkcie a význam. Ďalej nasleduje vysvetlenie pojmu kongresový cestovný ruch. V druhej praktickej časti je analyzovaný podnikateľský subjekt poskytujúci ubytovanie služby. Táto časť sa zameriava na marketingovú komunikáciu a marketingový mix v ubytovacom zariadení. Je tu prevedená segmentácia trhu s cieľom určenia cieľovej skupiny. Taktiež sú v tejto časti posudzované možnosti využitia rôznych foriem komunikácie a návrh najvhodnejšej stratégie pre vybraný subjekt.

Kľúčové slová: Marketingová komunikácia, Marketingový mix, Hotel Kaskády, Kongresový cestovný ruch

I declare,

that Bachelor Thesis Marketing Communication of Hospitality Facility Focusing on Congress Tourism I elaborate by my own under the guidance of Ing. Marek Zábaj, Ph.D. and specify all used literature and other sources in compliance of actual legislation and internal regulations of Collage of Business and Hotel Management.

In Brno.....

Signature of author

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CONTENTS

Introduction.....	8
I. Theoretical Part.....	9
1 Marketing communication.....	10
1.1 The Importance and Objectives of Marketing Communication.....	10
1.2 Marketing in Hospitality and Tourism.....	11
1.2.1 Marketing Communication in the Service Sector.....	12
1.3 Communication Mix.....	12
1.4 Communication Tools.....	13
1.4.1 Advertising.....	13
1.4.2 Public Relations.....	16
1.4.3 Sales Promotion.....	18
1.4.4 Other Tools of Communication Mix.....	19
2 Congress tourism.....	20
II. Practical part.....	23
3 Characteristic of Hotel Kaskady****.....	24
3.1 Description of Products.....	25
3.1.1 Accommodation.....	25
3.1.2 Food&Beverage Management.....	26
3.1.3 Congress Services.....	26
3.1.4 Spa & Wellness.....	26
3.1.5 Entertainment Services.....	27
3.1.6 Supplementary Services.....	27

4 Marketing Communication of Hotel Kaskady.....	28
4.1 Marketing Strategy of Hotel Kaskady.....	28
4.1.1 Advertising.....	28
4.1.2 Public Relations.....	30
4.1.3 Sales Promotions.....	31
4.1.4 Personal Selling.....	32
4.2 Other Elements of the Marketing Mix of Hotel.....	32
4.2.1 Packages.....	32
4.2.2 Partnership.....	33
4.3 SWOT Analysis of the Hotel.....	33
4.3.1 SWOT Matrix.....	35
5 Market Segmentation for Hotel.....	37
5.1 Occupancy of Hotel.....	38
5.2 Feed Back.....	38
6 Suggestions.....	41
6.1 Draft of Budget.....	45
Summary.....	47
Conclusion.....	48
Literature.....	49
Internet Sources.....	50
Appendix.....	51

INTRODUCTION

Hospitality at present is a very broad term that encompasses a comprehensive range of services to the public. These services include accommodation, food and beverage management as well as additional services which are slightly different in every hotel. The quality and prestige of the hotel is determined just by these aforementioned services.

Marketing tools and techniques, along with improving the quality of services, are crucial in maintaining the competitiveness of a hotel in the ever-growing market that is the hotel industry. Given the above, I decided to propose a bachelor dissertation with the topic: "Marketing Communication of Hospitality Facility Focusing on Congress Tourism." The main objective of the bachelor thesis is to characterize a hotel that is providing congress services, focusing on particular elements of communication mix and suggest some improvements to their current services.

The first chapter will explain a theoretical concept of marketing communication and its importance, marketing tools and also closely defines a congress tourism. The practical part of the second chapter discusses marketing communication in a congress hotel Kaskady as well as a hotel's guests segmentation and feedback. Likewise, describing marketing tools as advertising, sales promotion, personal sale, public relations and others. On this basis SWOT analysis was used and with cooperation from the hotel's management and marketing department I was able to suggest new elements for marketing that could be used in their communication plan.

I. THEORETICAL PART

1 MARKETING COMMUNICATION

Marketing is becoming a part in our daily life and affecting our decisions in what to buy in every day life. Marketing is defined as “ *The process of determining customers wants and needs and then providing customers with goods and services that meet or exceed their expectations.*”(NICKELS, William G,James M MCHUGH and Susan M MCHUGH, 1999, p.379) Basically the main goal of marketing is to find a customers or potential clients needs and fill it. To become a success in the market we need to study marketing deeply and using marketing communication to help business to increase.

1.1 The Importance and Objectives of Marketing Communication

Marketing communication is an important factor in the way that marketing functions. In broad terms this is part of a set of tools known as the marketing mix, which is defined as: Marketing communications is a collection of activities which operates within the functions of masses and groups, whichever and making changes in knowledge, attitude and behavior of target groups to the product. (HRADISKÁ, Elena and Eva LETOVANCOVÁ, 2005)

The classic form of the marketing mix consists of four components, product, price, place and promotion. These variables should be understood comprehensively, in full, and must be harmoniously linked in order to achieve success. Their consistency allows communication with customers in order to properly understand our offers and products.

The importance of marketing communication must be considered first so that a customer's needs can be identified and transformed into products. It should then be enquired with the customer as to their satisfaction to ensure that the product or service that has been supplied is within the correct parameters of the customers requirements. It is a mutual and continuous process with the purpose to bind and maintain the relationship between customer and product or service provider.

The traditional goals of marketing communication include:(PŘIKRYLOVÁ, Jana,1999)

- Providing of information: both classical role to inform the market about the availability of a product or services, information presentation both producing and supporting image.

- Establishing and stimulating demand: increasing demand for the product brand or service in particular through incentives from short-term of competence.
- Definition of product or company: difference from other companies.
- Benefits of product: showing the advantages which product brings to customer
- Stable income.

1.2 Marketing in Hospitality and Tourism

Marketing is the process of management that results in understanding, anticipating, influencing and ultimately satisfying the customer's needs in an effective and in the preferred way of achieving the companies aims and objectives. The principle of marketing can take the form of a product, service, idea, place, person or institution. The individual product would then distinguish the type and way of marketing the offered goods, services, sites, social marketing, to ensure that you are reaching your required demographic.

Marketing in Hospitality and Tourism is based on the characteristics of the services offered, which are Perishability, Intangibility, Variability, Inseparably and Non-ownership.

Services in tourism are specifics and not found within other services. Examples include:

- significant impact on the psychological and emotional response of the customer when buying services,
- greater importance on external site services (equipment, menu),
- emphasis upon standard and image (slogan, advertising, promotion),
- more complex and fluid distribution channels,
- greater dependence on complementary businesses,
- easier to be replicated by competitors,
- greater emphasis on promoting off-season periods. (REID, R and David C BOJANIC,2010)

1.2.1 Marketing Communication in the Service Sector

Marketing communication can take various business directions with their differences highlighting the need for more communication between the directions and their different applications having inherent effect upon the business and marketing success.

Composition communication of services is mainly influenced by their properties - immateriality, indivisibility, variability and transience. Additional factors include professional, ethical and regulatory constraints creating market conditions that form the existence of natural monopolies in local services, thus leading to a higher demand for services. (VAŠTÍKOVÁ, M. 2006)

The last two factors may be highlighted by the author to lead management companies into thinking it is not necessary to maintain the services or products offered in the minds of customers.

1.3 Communication Mix

Marketing communication mix forms the basis and ideas for the marketing mix. The marketing mix consists of all controllable factors that the hotel controls and influences to achieve their objectives and meet the customer requirements. It is based on four basic tools know as "4P" - product, price, place and promotion. These first four tools are assigned next and additional secondary four tools - people, packages, programming and physical evidence under the new reference of "8P". Creation is a fundamental part of the strategy when assessing options within a Hotel to stand out within your market against competitive businesses. It is chosen on the target market of the business sector.

By using communication mix the marketing department is trying to optimize the combination of different tools to reach marketing and company goals. Components of communication mix are personal and impersonal sale. Personal sale is defined as presentation of products and services during personal communication with potential clients and impersonal sale to include advertising, sales support and public relations. (NAGYOVÁ, J., 1999)

1.4 Communication Tools

By using the correctly selected tools from the communication mix a business can directly influence and affect a customer's decision or potential decision by informing them in the correct way. This influence can come in the form of direct personal communication such as talking directly with the customer. An alternative method can be indirect or impersonal communication. Its other components such as advertising, sales promotions, public relations and direct marketing are among the forms of impersonal communication that are used to draw customers into using or selecting a business's goods or services. (KOTLER, Philip and Gary ARMSTRONG, 2012)

The following chapters are devoted mainly to the three tools of communication mix however alternatives will also be explored

- Advertising
- Public relations
- Sales promotion
- Other tools of communication mix

1.4.1 Advertising

“Advertising is a paid form of impersonal mass communication of products and services.” (KOTLER, Philip and Kevin Lane KELLER, 2007, p.574) *“The American Marketing Association defines advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”* (REID, R and David C BOJANIC, 2010, p.400)

This definition can be broken down in four sections:

1. Paid form- paid by companies, sponsors or individuals. Promotion that is not paid is called publicity.
2. Non-personal- advertising over mass media without synergy between the seller and potential buyer.
3. Promotion related to ideas, goods, or services.

4. Identified sponsor- personal selling that includes face-to-face selling as well as other efforts designed to increase sales. (REID, R and David C BOJANIC, 2010)

The purpose of advertising is to reach customers and influence their behavior to lead to increased sales. Advertising addresses a large number of potential customers at a relatively high cost but it is very effective. *“For hotels, restaurants, and other hospitality companies that cater to traveling visitors on private vehicles, the use of advertising (billboards) represents the largest expenditure item in their advertising budgets.”*(KOTLER, Philip, John T BOWEN and James C MAKENS, 2014, p.398) Good advertising has the ability to retain or establish attention in a customer, create a positive perceived value in their minds and brand loyalty. Examples can include adverts on or within newspapers, magazines, television, radio, the internet, direct mail, maps for guests, napkins and more.

How definition shows, the goal of advertising is to convince the customer or public. To make this happen, marketing department need to choose from various selection of media: print, broadcast, direct mail or support media.

Print media

There are two forms of printing media, newspapers and magazines. Both of these media are popular in hospitality and tourism, mostly because of their ability to implement detailed information about the company and target specific market. The research shows that only 18% of articles and advertisement in newspapers or magazines are completely read. (FORET, Miroslav, 2013)

Broadcast media

Radio and television are called broadcast media. The research above also mentions that listeners or viewers of radio or television on average remembered only a report for 15-18 minutes. *“Many reports are ignored because the public realizes that they are just repetitions of previously broadcast information. If the information is new the attention and the probability of later recall increases.”*(FORET, Miroslav, 2013, p.13)

Direct mail

Most hotels routinely send direct-mail pieces describing guest rooms and meeting facilities to potential meeting planners and then follow up with inquiries and personal calls to generate leads from mailing. Direct mail is also used to promote special events, such as holiday or special packages, and often to offer promotional discounts.(REID, R and David C BOJANIC, 2010)

Outdoor advertising

Outdoors advertising has widespread use among those hospitality operations located near interstate highways, but it can be effective on other locations as well. There are three main advantages for using an outdoor advertising: low cost per exposure, high repetition and ability to target a location.(REID, R and David C BOJANIC, 2010)

Internet and web advertising

The most frequent form is currently used is the internet especially by using own web sites. A hotel's website should be attractive with interesting content which can also incorporate video clips or photographs of the rooms or other spaces in the hotel. Their creation should be part of the marketing plan.

It should include basic information about the hotel such as, contact information, service information, upcoming events, list of any awards gained by either the staff or hotel itself, and links to any positive articles in the press about the hotel. An integral part is the actual price list of all services, order forms, advertisement partners and job vacancies.

Advantages of presentations on the internet are:

- Permanent availability and accessibility,
- Low cost,
- Transmission of audio and video recording,
- The possibility of customer segments for reviews,
- Ability to communicate with otherwise unreachable and unlikely markets,
- The ability to track and analyze website traffic.

Advertising in social media

Social media represents a unique blending of technology and social interaction to create personal value for users. Social media are online media where users submit comments, photos, and videos- often accompanied by a feedback process to identify popular topics. (WALOTEK-ŚCIAŃSKA, Katarzyna,2014)

Specialty advertising

“In addition to the basic media used by hospitality and tourism firms, specialty advertising materials bearing the firm’s name and logo can be given or sold to a targeted customer.”(REID, R and David C BOJANIC, 2010, p.464) There are many kinds of specialty items for example pens, calendars, umbrellas, toys, jewelry, matches, travel bags etc.

Advertising can be divided into three categories:

1. National advertising is aimed of the national audience with combination of any toll of advertising.
2. Local advertising is mostly used by smaller and middle sized business. Target groups are located in local markets. Local advertising can also include all types of advertising tools but they are specified with lower cost then tools in national advertising and they are used very often in the tourism and hospitality industry, There are for example local television, local print etc.,.
3. Cooperative advertising, is happening if two or more firms are working together to cover the costs of the advertisement which will provide benefit for everybody who participates. (REID, R and David C BOJANIC, 2010)

1.4.2 Public Relations

“Public relations (sometimes abbreviated as PR) are planned and systematic activities aimed at building and strengthening the trust, understanding, and good relations of an organisation with the key segments of the public. This key, target segments are groups or individuals connected with activities of the organisation.” (FORET, Miroslav, 2013, p.51)

Foret here is describing the three dimensions on which the public and business relationship relies: Organization level (have a direct impact on your business), economic level (impact through the market) and political level (through legislation and regulation).

A company which provides services typically include these components to their supply chain:

- private company employees,
- pwners of the company,
- suppliers,
- customers,
- the financial groups, banks,
- media,
- local people, community,
- competitors,
- representative (Industry) regulators and bodies.

These groups form a businesses public relations. In theory, corporate and public differentiates into two different groups of public relations: internal and external relations. These two types of public relations can be defined in differing ways. Internal PR would be reaching out to suppliers, financial groups and internal employees which form the internal workings and functioning of the business. External PR reaches out to attract customers and endear the local community to the business.

Internal PR

De Pelsmacker for internal public relations considered employees, their families, unions and shareholders. The main task is to inform employees about the company's strategic priorities and the role that shall in their implementation and the strengthened their motivation. (PELSMACKER, Patrick de, 2013) The PR's main role towards this group sees a focus on positive information and benefits that will lead to maintaining their loyalty even in case of problems.

External PR

Is focused mainly on the social and political sphere. The purpose of PR is to permanently monitor trends in relation to the decision-making processes, government and the effects it can have on a businesses as well as shape the opinions and attitudes of the general public.

1.4.3 Sales Promotion

Sales promotion activities are used by a hotel to strengthen the effectiveness of other parts of the marketing communication. Possible activities include the provision of certain products and components as well as the provision of extra or additional services provided free of charge such as gifts or souvenirs, contests, and loyalty reward club cards or vouchers. It is very important to understand the customer and use the promotions technique which is required. There are two kinds of sales promotion: customer-oriented and trade oriented. (KERIN, Roger, Steven William HARTLEY and William RUDELIUS, 2015)

To support sales of accommodation it is necessary and important to define a target market, keep records of guests and keep in touch, send updated information or offers, thank those who return and re-use the services. Another group may be companies that hotel cooperate or work with and want to keep a good business relationship.

Congresses or conferences should be lead by sales management team rather than the sales support team. However they should support the sales management team by offering brochures for congresses to companies who use the service on a regular basis. It is necessary to have adequate conference facilities with sufficient capacity and sufficient accommodation capacities.

The general objectives of promotion:

- retrieve interested in trying new brands,
- increase knowledge about the service and get new customers,
- offer free gifts or advantages,
- the expectation of the experience highlighting your knowledge and skills,
- increase the level of awareness of the benefits you offer.

1.4.4 Other Tools of Communication Mix

Each company has different priorities with their promotions. This section is devoted to the basic characteristics of other tools of the communication mix.

Direct marketing

Direct marketing is an interactive communication system using one or more communication tools to effect response in any location, at any place.(FORET, Miroslav, 2011) The basic difference between direct marketing and traditional mass communication resides in targeting and interactivity with customers. Through the tool of direct marketing, the customer is approached and addressed personally so a direct response from the customer is required. This data obtained is then subject to further processing. The data is then recorded on databases with the information gathered from them used to build long term relationships with customers via mutually agreed communication. This theory uses the concept of database marketing.

Direct marketing consists primarily of direct mail, telemarketing, teletext, shopping through computers, catalog sales, television, radio and print marketing with a direct response. Multimedia combines existing means of communication to represent a new form of direct marketing. These include CD, CD-ROM, internet, interactive teletext, email as well as mobile phone applications.

2 CONGRESS TOURISM

Congress tourism is considered to be an economically effective and prestigious event. At the highest level is of great interest especially among developed countries and world cities. Analysis shows that it is a rapidly growing market sector with a clientele whose costs are roughly three times higher than an average daily spending tourists. (KOTÍKOVÁ, Halina, 2013) The whole sector is also known as acronym MICE, in other words Meeting, Incentives, Conventions and Exhibitions.

Meetings

Meeting are planned appointments of limited amount of participants which have science, work or thematic character. We can divide them into two categories:

1. Seminar- expertise study with one or more lectures followed by discussion.
2. Colloquium- irregular and informal meeting of specialists, when the main goal is to exchange opinions about discussed topic.

Incentives

Form of tourism which company management is using to motivate their employees. From classic form of tourism is different with high level of services, limited amount of participants and individual program for each company which is usually payed by company. This kind of trip can be used as team-building or as a reward for employees for achieved goals.

Conventions

Congress and conference are regular sessions which are taking place in intervals (monthly, yearly, etc.). Congress has usually international character with a large number of participants. They are more formal then conference and the results have science, political or social meaning. Conference is a formal session with the less number of participants (max. 300) mostly dealing about one main topic.

European union distinguish 3 types of congresses and conferences:

1. Session with business character- participants are from same company or same business group.

2. Session organised and financed by different association or institution:

- symposium,
- summit,
- forum,
- public lecture,
- intergovernmental conference,
- e-conference,
- happening (congress or conference without scientific orientation with an effort to active cooperation of participants).

3. Informal sessions

Exhibitions

This category includes exhibitions, fairs and workshops. According the the importance we divided them into the local, regional, national, international or continental. They can be also subdivided as commercial and non-commercial. Benefit of commercial occasions is to build partnership between companies as well as present and distribute the product to costumer. Non-commercial are usually organised by state institutions or interest organizations with artistic or informative character. (BERÁNEK, Jaromír, 2013)

Congress tourism (MICE) from the economical perspective belongs to the most profitable forms of tourism in long term. This type of tourism is significant for developed countries what makes them to compete with each other. For its stable character it does not underlie seasonality, forms new jobs opportunities, create profits and last but not least consolidate the prestige of the state.(GOELDNER, Charles R and J RITCHIE, 2014)

The venue can be a specialist congress center with the required equipment and services for organising congresses, symposiums, conferences, meditations, specialised training, seminars and the like. It is equipped with a large conference hall and smaller seating rooms with audiovisual equipment and communication media.

The trend is the variability and flexibility of the interior space that allows customisation for all different types of events.

Among the possible options for seating include:

- theater seats,
- school arrangement places,
- restaurant set points,
- sheet arrangement places.

Another possibility for a venue would be a conference center but these are usually smaller than a congress center. Also hotels and hotel complexes are suitable for medium-sized and small events. They offer comfort when holding work related activities as they combine accommodation and catering. Suitable conference facilities are usually also found at high schools and universities.

II. PRACTICAL PART

3 CHARACTERISTIC OF HOTEL KASKADY****

Congress and wellness hotel Kaskady**** is located in the village Sliac - Sielnica in Central Slovakia. It is situated on the slopes of the Kremnica hills near the river Hron. Close to the cities Zvolen (8 km) and Banska Bystrica (16 km). After opening the facility in April 2005 the hotel has been operating for ten years. The main building has a ground floor plan in the form of a rectangle but the six-floor building itself has a shape reminiscent optically of a Cascade - tiered waterfall, as we can see in figure number 1. The hotel has an outdoor and indoor wellness center, opened in 2006.

The hotel has easy access by car from the highway E77. Guests arriving from the metropolis of Eastern Slovakia, such as Kosice, will be on the way to the hotel and have to overcome a 215 km journey lasting about three hours. Visitors from the Slovak capital of Bratislava, have to travel around 185 km over R1 for about 2 hours.

The nearest airports with regular flights are the airport of M.R.Stefanik in Bratislava, Schwechat near Vienna and Ferenc Liszt airport in Budapest. From all airports transfer is required for visitors to the hotel with the best method being by car which takes at least two hours. The closest airport to the hotel is Sliac but it currently only used for charter flights. Transfer from this airport to the hotel takes about 5 minutes by car.

Hotel Kaskady has currently over 100 permanent employees in departments of business, marketing, economics, F&B, front of house, house keeping and maintenance. The hotel also cooperates with high schools focused on the hotel and tourism industry, which provides the hotel with sufficient staff during the year and even for larger events.

The products that the hotel offer are the basic services (accommodation and catering) and complementary services which are specialised in providing congress and wellness services.



Figure number 1- Photography of Hotel Kaskady

Source: Official web page of Hotel Kaskady. Hotel.[online].[cit. 2016-18-3] Available in the Internet: <<http://www.hotelkaskady.sk/gallery>>

3.1 Description of Products

Hotel Kaskady is focused on three target groups of guests. Congressional guests which form about 55 % of the number of guests, then there are wellness clients (35 %) and the last group consists of business or individual guests (10 %).

The majority of the guests are from Slovakia, followed by the Czechs, Poles and small part guests are from other countries. The hotel has managed to build a large amount of permanent and repeat clients. Other guests come to the hotel thanks to the activities of travel agencies and agents as well as through word of mouth from congress clients.

3.1.1 Accommodation

Hotel capacity is 167 permanent beds in 93 modern furnished, air-conditioned rooms of different varieties. The hotel rooms are non-smoking. The hotel also offers accommodation for disabled guests. Five apartment houses are designed for guests who prefer privacy, but at the same time require the availability of services.

For guests the room price includes a bathrobe and slippers in the room, internet connection, free wifi in the lobby bar and the reception, coffee and tea services in the room,

unlimited entrance to wellness Exclusive Spa center, fitness, sports facilities and kid's club suitable for children from 4 years.(www.hotelkaskady.sk)

3.1.2 Food&Beverage Management

Catering in the hotel is arranged in three distribution places, which offer different catering services and experiences. These is a hotel restaurant, Original Restaurant & Wine Bar and a Lobby Bar. The hotel restaurant has 150 seats and serves a lucrative breakfast buffet. During the day, guests can choose from a wide selection of meals from an á la carte lunch menu as well as a seasonally prepared menu and meals. Dinner is a buffet-style. In summer you can enjoy specialties from the grill on the outdoor terrace with 40 seats. For lovers of Slovak specialties there is a recently opened Original Restaurant & Wine Bar next to the hotel (100 seats) with the possibility of organising smaller social events. Guests can choose from the wide range of vintage wines or choice to take part in wine tasting with a professional sommelier. Refreshments throughout the day are offered in the Lobby bar (40seats), located in the reception area.

3.1.3 Congress Services

The hotel has four conference rooms with the names Palas Atena Grande, Ambassador, Astoria&Atlas and Apollo. Conference halls are equipped with desktops and seating furniture that can be arranged according to the customer needs. Rent for the room includes a projection screen, sound system and use of the internet. There is also other technical equipment for which the customer must pay.

3.1.4 Spa &Wellness

Location of the hotel in the spa town of Sliac and Kovacova with a close proximity to underground thermal water which is used due to its healing properties within the hotel pool. Water treatment shows excellent results, especially in the treatment of cardiovascular diseases. In the hotel there is a Spa & Wellness Center which offers an indoor swimming pool, thermal pool with jets, summer outdoor pool with thermal water, deck chairs, umbrellas and beach baskets. Exclusive Spa (steam sauna, Finnish sauna, infrared sauna, herbal sauna, menthol sauna, eucalyptus sauna, ice-fall, tepidarium, relaxation zone with tea and fireplace), body wraps and massages, exclusive body treatments, Spa rituals, manicures and pedicures,

Ayurveda Spa Shiddalepa, rejuvenating spa and fitness. The hotel offers hotel guests a 10% discount wellness services.

3.1.5 Entertainment Services

Hotel is offering an entertainment services during special occasions and holidays for all ages. Animation programs involve sport games and competitions, aqua gym, dance evenings, carnivals, workshops and other activities what could be interested for guests. Hotel is using services of Slovak entertainment agency Prostaff which provide animation staff, program and needed equipment. Hotel is equipped with indoor mini club for kids and outdoor playground.

3.1.6 Supplementary Services

The hotel also widely uses its accommodation partnered with its other services offered to form packages, so that the client can choose the most relevant for themselves or their guests. They can combine the wellness and spa care, with vocations such as golf, and further special packages for lovers of winter sports and other themed packages, such as FIT package for women. Hotel guests can spend their free time with sporting activities. In the local area the hotel offers bowling, has two tennis courts with artificial grass, and the possibility play beach volleyball, mini-golf, badminton, floor-ball, billiard or rent a bike.

4 MARKETING COMMUNICATION OF HOTEL KASKADY

Marketing communication is carried out nationally and abroad, thanks to the direct and indirect distribution of the product. Indirect distribution refers to cooperation with Slovak and foreign travel agencies and sales through web portals such as booking.com or tripadvisor.com. Direct distribution is utilised with various communication tools to further increase sales from the hotel reception by using the hotel reservation system, or occasional sales, for example at trade fairs and exhibitions.

The hotel uses the following tools to communicate with its customers and the public:

- Advertising
- Public relations
- Sales support
- Personal sale
- Other tools of communication mix

4.1 Marketing Strategy of Hotel Kaskady

Depending on the unique situation of the business, the hotel's marketing strategy is based on the leader of the market. Hotel Kaskady is dominant in the market and is very often followed by others. Marketing strategy consists of marketing mix (price, product, promotion, place, people, package) and development of the brand.

4.1.1 Advertising

The hotel considers advertising as one of the most effective tools for reaching its demographic and in practice persuades through the following types of media: newspapers, radio, magazines, direct mail, outdoor advertising and the internet. Advertising constitutes 4% of revenues hotel.

Outdoor adverting

Outdoor advertising consists mainly of advertising signboards, posters, notice labels or large hanging maps, which are located either on site, in the windows of travel agents or beside local roads and in shopping centers.

Advertising on the internet

For the internet advertising the hotel uses mostly their own web page www.hotelkaskady.sk . The page is very elegant and transparent with five options of languages: Slovak, English, Polish, German and Hungarian. It informs the potential clients about hotel, rooms, wellness, gastronomy and prices. Also it has a picture gallery of all facilities, map and contact information. Potential guest can use this web page for booking their stay in the hotel too. After their holiday or business vacation they can write their feedback with suggestions, complains or compliments. The hotel also prepay Google AdWords, what means that all hotel services, products and web page are displayed first, right after somebody is looking for Hotel Kaskady.

Another form of internet advertising which the hotel use is by web pages tripadvisor.com and booking.com. There the hotel shortly presents itself and shows professional photos of all activities.

Advertising in social media

The advanced age of internet also offer a new form of promotion and that is by using a social media as a Facebook, Twitter, Pintrest and Instagram. Marketing departure is trying to upgrade social media channels with new pictures and encourage followers to come try new services or products.

Advertising in print media

The hotel makes use of national but also local newspapers and magazines mainly to promote upcoming events. The target audience is usually the general public however the hotel is also focusing on building a brand of quality accordingly by publishing in specialized magazines for hotel industry as an Etrend or Gastro&Hotel.

Advertising in radio

This type of promoting the hotel is not very common and usual, primarily because of the high cost. Nevertheless the marketing division is using this sort of announcement at least once a year especially to advertise one of their biggest events of the year, their annual Christmas concert. The variety of choices in radio stations is largely what brings the hotel to the position when they can elect from broad range of prices.

Direct mail

Some of the people call this type of advertising a “junk mail”. This is the main reason why management of the hotel wants first to know if the client agrees with the sending of a newsletter and only in this case, the email address is the one used in hotels’ system. In this way the hotel preserve the professional level and also protect the customers privacy.

Specialty Advertising

Specialty advertising materials bearing the hotel’s name and logo are given or sold to the customers during or after their stay in the hotel and likewise in exhibitions as well as fairs. The hotel invests in different kinds of material for example: umbrellas, pens, soaps, toys and others.

4.1.2 Public Relations

As part of its PR activities to build relationships with the public the hotel mainly uses:

- Interviews in the media (Etrend, Hotelier, Gastro&Hotel, etc.)
- Organisation of cultural events for the public (Christmas concert, opening and closing summer season)
- Sponsor events- hotel sponsor Miss Slovakia 2015, Department of Oncology at the University Hospital Roosevelt, etc.
- Open houses and tours- by inviting media and travel agencies during the events and congresses to show them what they can offer in future for their clients.

- Relations with staff members- hotel director in cooperation with hotel management is regularly organizing unofficial meetings, parties and team buildings to help create pleasant and friendly working atmosphere

4.1.3 Sales Promotions

In order to activate, accelerate, or encourage the company to buy, the hotel uses at present these particular forms of sales promotion:

- Promotional items - calendars, bags, notebooks, pens, umbrellas and other promotional items (each printed with the logo, slogan and contact information of the hotel, which are handed out to visitors and guests as gifts).
- Discounts - on the company's website there is a current price list, which shows any up to date discounts and special offers.
- Club cards - which are worth 500 € (10% discount on all services) and € 750 (20% discount on all services)
- Creating preferential stay packages
- Participation in fairs and exhibitions

Providing discounts

The hotel provides discounts for those that purchase of a club card which are offered as either silver or gold card. Guests can purchase a card with a credit of either € 500 (club cards silver) or € 750 (club cards gold). Discount provided is either 10% (silver) or 20% (gold) on all wellness, catering, and accommodation services as well as towards to social events if these are held at the hotel.

Quantity discounts are mainly offered to congress clients and the size of the discount is determined by the size of the congress or event, such as the amount of people attending, or by the amount of services required.

4.1.4 Personal Selling

This is a time-consuming and costly marketing tool which the company is fully aware of so requires staff to add to the experience of the stay with effective communication and engagement which results in instant feedback.

Personal selling the hotel uses mainly at:

- Personal meetings - with potential clients, travel agencies and tour operators
- Fairs and exhibitions

4.2 Other Elements of the Marketing Mix of Hotel

The high number of competitors also causes “fight for customers”. Because of it, department of marketing is force to innovate and extend their options which leads to development of marketing mix.

4.2.1 Packages

The marketing department wants to address a wide demographic of clients whilst providing the best experience for each individual client. To achieve this goal, they create a special packages which include accommodation, catering and supplementary services for a special price or offer. Every one of these packages include different types of services and the prices are calculated with different discounts.(www.hotelkaskady.sk)

Hotel is offering these packages:

Vitality&Spa

Refresh&Spa

Wellness&Spa

Relax&Spa

You&Me

Golf&Spa

Ayurveda Spa

Wellness stay for 55+

Halloween autumn holidays

Magic Christmas

New year eve

4.2.2 Partnership

The hotel cooperates and aligns with most of the neighboring businesses that offer supplementary services. The cooperation is intended to expand tourism in Banska Bystrica region. The hotel guests benefit from these cooperating companies in the form of discounts on products and services. There are two types of partnership with who the hotel signed contracts: travel agencies and companies using congress services.

Cooperation is made with 57 travel agencies based on contracts with 5- 10 % provision from sale. The biggest income is made with a company called SORGER. This company is selling accommodation and Spa&Wellness packages from their web site www.destinacie.sk. The hotel has also very good cooperation with travel agencies Saturn, Relaxos, Atis and others. However, one of the travel agencies did not adhere to the conditions of the contract, so the partnership have been cancelled. You can find the whole list of travel agencies partnership in appendix number 1.

Another type of relationship is with companies using congress services. A contract is signed with almost 280 companies. They are divide into 3 categories: prospect, niche and key companies. Prospect companies have used services in range until 2 999 € and have the basic contract. In niche group are companies, who made income for the hotel from 3.000 € to 10.000 € in 1 year. When the company use congress services in this range it become a target group company for the hotel. Condition in their contact is changed, mainly by providing discount for congress services. If the company exceeds revenue in value higher than 10.000 € it becomes a key company what bring a lot of benefits and discount in new contracts. In appendix number 2 you can find detailed list of partnership companies with division.

4.3 SWOT Analysis of the Hotel

With this easy and informative tool, we are able to compare external and internal influence. In comparison are included factors identified by external (opportunities and treats) and internal (strengths and weakness). Selection of the factors have been consulted with marketing and management departure. Analysis is displayed in table number 1 below.

Table number 1- SWOT analysis

Strengths	Weakness
<ul style="list-style-type: none"> ✧ Good location in central Slovakia ✧ Very good feedback from guests ✧ Luxury products ✧ Excellent reputation ✧ One of the market leader ✧ Pleasant atmosphere ✧ Quiet surrounding environment ✧ New reconstruct Spa&Wellness ✧ One of the biggest Spa&Wellness in Slovakia ✧ Professionally educated staff ✧ Sizable parking ✧ Very small amount of competitors in local area 	<ul style="list-style-type: none"> ✧ Some of the room equipment does not respond to the standards of 4* hotel (noisy air-condition, destroyed carpets) ✧ Inadequate promotion in print media ✧ Hotel is not adapt for walk-in customers ✧ Small safe in room (not for laptops) ✧ Staff circulation mainly in F&B departure ✧ Limited language skills of staff ✧ Lack of financial resources for development
✧ Opportunity	✧ Threats
<ul style="list-style-type: none"> ✧ Ending of financial crisis can bring back guests who are looking for a quality and luxury ✧ Increasing demand for congress services ✧ Changes in legislative- reducing the tax burden ✧ Possibility of drawing funds from the European Union 	<ul style="list-style-type: none"> ✧ New luxury hotel chains in Slovak market (Kempinski) ✧ Seasonality of demand ✧ Global marketing of big brands ✧ Improper behavior of competitors (stealing/simulate ideas)

Source: processed by author

In base of SWOT analysis, the hotel should benefit from a good location in central Slovakia. The main strength of the hotel are its positive feedback, and the hotel staff which is creating a pleasant,welcoming and friendly atmosphere for hotel guests. Excellent reputation is making the hotel a leader in market and thereby increasing competitiveness of the hotel.

For the biggest weakness I consider staff circulation in departure of Food&Beverage management. This situation indirectly effects quality of providing services. New trainees in service also need the attention and help from other members of staff and professional skills are not always enough. As another weakness I also consider devalued equipment of the rooms.

The biggest opportunity for the hotel could be a possibility to drawn funds from European Union to expand the offer. In near future the Slovak government is also planning to reduce taxes on corporate income tax what should increase the income of the hotel.

On the other hand, the biggest threat can be caused by new competitions. The management and marketing of hotel chain Kempinski is build by professionals from all over the world. Been one of the leaders on the market also shown improper behavior of competitors, when they copied or simulate ideas of hotel. In future it can brings disadvantages in competitiveness of hotel.

4.3.1 SWOT Matrix

SWOT matrix is able to show us possible results to the problems which have been found out in SWOT analysis. This method demonstrates to us the possible strategy by associating individual factors. Processed scheme is placed in table number 2 below.

Table number 2- SWOT matrix

SWOT matrix		Strengths (S)	Weakness (W)
Opportunities (O)		(S ₁)Luxury products (S ₂) Excellent reputation	(W ₁)Lack of financial resources for development (W ₂) Inadequate promotion
		Threats (T)	(O ₁)Ending of financial crises
(O ₂) Drawing funds from the European Union	(W ₁ O ₂) Strategy European Union can provides financial assistance in base of project for development of hotel		
		(T ₁) New chain in market	(T ₁ S ₂) Strategy (W ₂ T ₂) Strategy
		(T ₂) Global marketing of big brands	New chain should not endanger the hotel because of the prestige and very well build know-how

Source: processed by author

5 MARKET SEGMENTATION FOR HOTEL

Hotel divides customers into the following groups according to the services which they use:

Wellness guests

This group involves individual guests, tourists and families who are looking for a relaxing time with unlimited entry to the wellness center. The hotel offers a different range of packages which are adjusted for all ages and sex categories.

Congress guests

Guests in this target group does not book their stay in the hotel. All processes of reservation, booking and extra services is managed between the company and the hotels' congress manager. These clients are part of seminars, congresses, conferences, workshops, team buildings or professional training. These type of clients are looking for professional behavior, modern technology equipment, high standard of services and good organization of activities.

Business guests

The main characteristic of this clients is that they stay in the hotel for one night only. Here we are speaking about businessmen who prefer single rooms, high quality and quick service in a peaceful environment.

The average occupation of this segments in the hotel you can see on the figure number 1 below.

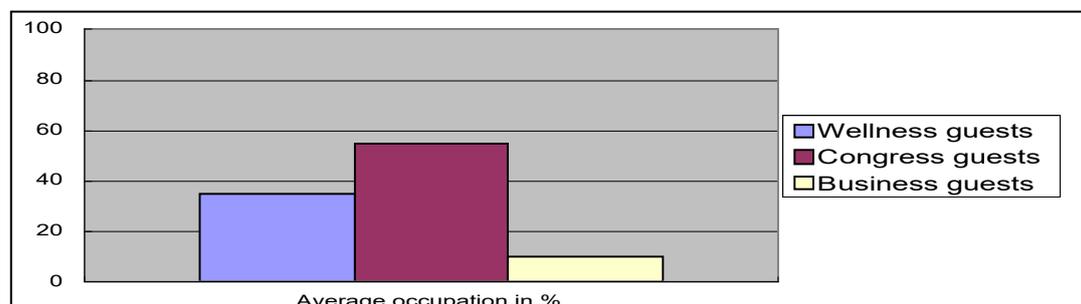


Figure number 2- Guests segmentation

Source: processed by author

From the chart we can see that more than half of clients are congress guest (55%). It is caused by the fact that the hotel is providing excellent congress services in a modern environment which comply to the market demand. Wellness guests create 35% of customers in a year. Their stay depends on seasons and diversity of packages. Remaining 10% is made of business clients.

5.1 Occupancy of Hotel

The average occupancy of hotel in year 2015 was 63,75%. As a high season months we can consider June, July, August and December. In these months the hotel occupation is over 70%. The low season starts in January and continue until March when the occupancy is under 60%. In the figure number 3 below we can see average occupancy of hotel in one year period.

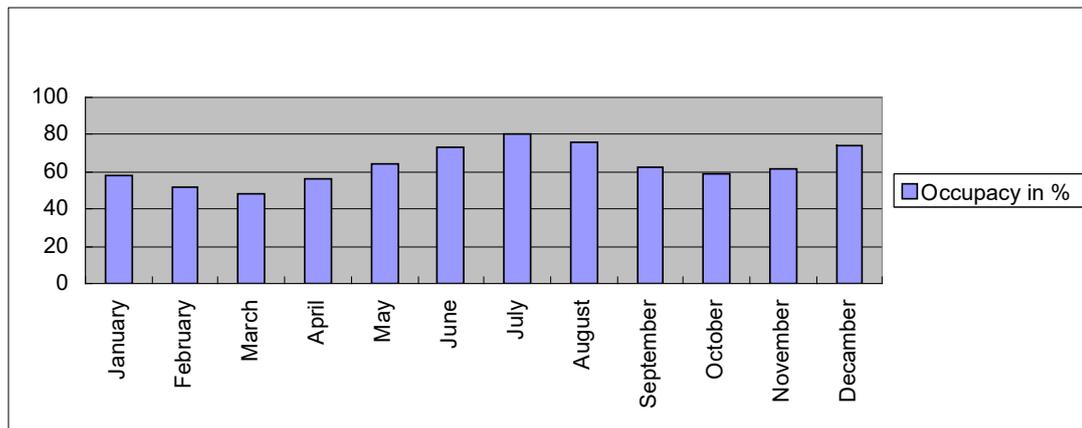


Figure number 3- Occupancy of hotel

Source: processed by author

5.2 Feed Back

The standards of the hotel are very high and provided services should be up to the clients expectations. To know all clients needs and increasing of satisfaction, the marketing department uses different methods to get a feedback from hotel clients. Results are processed in regular weekly intervals and discussed in the supervisions meetings.

Questionnaire

During the stay in hotel, guests have an opportunity to fill up a questionnaire which they can find in their room. In this survey they can score points from 0 to 10 which demonstrate their satisfaction with provided services, cleanliness, comfort and staff. At the end of the questionnaire guest can feel free to write any of their questions, suggestions and complaints. The average return on questionnaires is about 40 % per month.

There are also special questionnaires during particular seasons, for example during Christmas holidays, when the hotel provides extra services such as an animation. In this questionnaire the hotel management wants to know, how satisfied were guests with the program made for them.

Review in hotel web page

Another opportunity to give feedback for the hotel is to write a review on the hotel web page. There are already over 400 reviews where guests rate services, location, rooms, value for money, comfort, wellness and gastronomy. On the figure number 4 below, you can see the processed results.(www.hotelkaskady.sk)

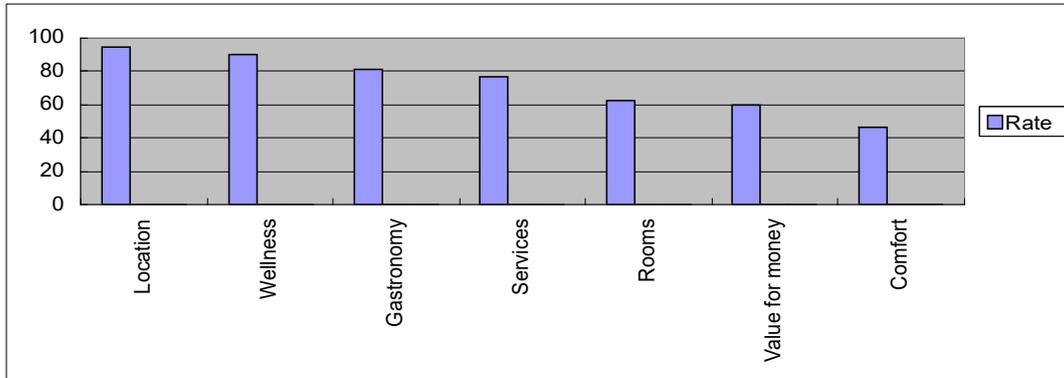


Figure number 4- Hotel web page review

Source: processed by author

Review in Tripadvisor

By using a very popular web page tripadvisor.com the hotel is getting feedback from their guest in different languages. In this page the hotel already has 200 reviews of quality from provided services. On the chart below are displayed results. Also the hotel

management is trying to reply to all of them and make sure that the clients requirements and complaints are handled correctly for their future visit. That is one of the reasons why the hotel got a tripadvisor award of travelers choice in the past three years. The results of reviews are displayed in figure number 5 below.

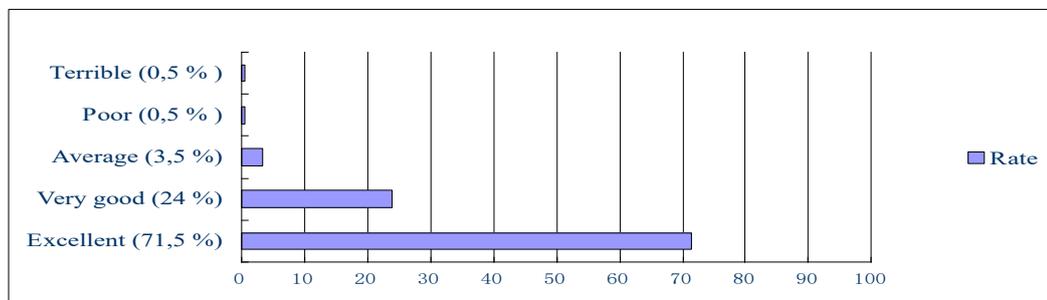


Figure number 5- Tripadvisor rate

Source: Official web page of TripAdvisor. Rating.[online].[cit. 2016-18-3]Available in the Internet:<https://www.tripadvisor.com/Hotel_Review-g274940-d1189448-Reviews-Hotel_Kaskady-Sliac_Banska_Bystrica_Region.html>

Staffino

Mobile devices and web application Staffino is directly aim at the services of hotel staff. In this application is a picture of each member of staff and guest can choose between two options: Say thank you or I have a suggestion. By this way hotel management can improve and motivate the working behavior of staff. (www.staffino.com)

6 SUGGESTIONS

Depending on SWOT analysis and consultations with the marketing department of the hotel, I would like to elucidate in this chapter my suggestions on how to improve the marketing strategy. My plan is focused on up-selling products and services, as well as increasing of awareness of the hotel all over the Slovakia.

Plan of advertising

It is very important for the hotel to use mass media tools such as television, especially radio and print. My suggestions for promoting the hotel is by developing advertising in print and radio.

Advertising in print

At the present, the marketing department of the hotel have been focused on regular clients. One of the latest steps that the marketing department began is trying to attract customers who are interested in experiential stays. One of the hotels goals is implement policy of ECO friendly hotel. I would suggest an advertisement about the hotel being placed in a magazine, which has been primarily focused on ecology. Nevertheless, there is a lot of magazines about the hotel industry, where the advertising about the Hotel Kaskady could be successful.

Advertising in radio

On the basis of barter cooperation during the summer months, I would propose to place a radio advertisement for accommodation and restaurant services, mainly in the prime time, in one of the most listened to radio stations in Slovakia, covering the whole territory of Slovakia Radio Express. This cooperation would be based on co-operation on three month basis:

1st month- promoting restaurant services

2nd month- promoting congress services

3rd month- promoting accommodation services

Advertising on the internet

Hotel Kaskady has its own website, which is regularly updated with all the events of the hotel. The site has a highly professional level and the quantity of incoming bookings from this site is the evidence. The only change of the web site should be the correcting of grammar in the English language, to attract foreign customers and to look more professional.

Besides using the web page, I would recommend in cooperation with the portal lonelyplanet.com/slovakia and slovakia.travel where visitors to this page in the English and German version, see banner advertising at the top of the page.

Advertising by flyers and catalogs

The hotel is currently using flyers and brochures about the hotel, which the management had a plan to update to look more interesting. I agree with this step, but for the future I would recommend to print only the necessarily amount of flyers and brochures. The main reason is the high price of the printing and also it is very non-ecological. All this information can be updated in electronic forms.

Outdoor advertising

In the context of outdoor advertising I would promote the hotel and hotel services on garages in shopping centers, all over the Slovakia with a daily traffic of 300 cars. Banners should be in Slovak/English language.

For another interesting form of outdoor advertising is a form of printed poster. I would consider the most attractive historical places which are most visited by tourists in surrounding cities Banska Bystrica, Zvolen and Banska Stiavnica but I would also consider a capital city, Bratislava.

Video presentation

The hotel already have a very good informational video which shows their gastronomy, spa and wellness services and all additional services, but it does not include the part about congress services. This video is 16 minutes long, is used in a private hotel channel and also it is the first thing what guest see when they arrived to their room.

My suggestion is to make a short spot video for about 30 seconds, which will include the information about its congress services and the hotel. This short video can be played as an advertisement in cinemas all over Slovakia before the movie starts and also during fairs.

Exhibitions and fairs

At the moment the marketing department with the director of the hotel is considering stopping participation in exhibitions and fairs in Slovakia. The main reason is that they think it is inefficient for future development. I agree with this opinion because nowadays the participants and visitors of fairs are mostly not interested in visiting the hotel. They are only collecting gift items which costs the hotel a lots of money. For the future, I would advise focus on international fairs and exhibitions for example in Tulln, Austria where an exhibitions is held for Health & Wellness.

Planning a special social event

To increase attendance of the hotel and its services, I would propose organizing renovating the hotel which will be finished in the end of May 2016. The opportunity of the re-opening of the hotel could be organise with a small reception for regular customers, potential future clients and the heads of departments of the hotel. Catering would be provided by hotel staff and a pleasant atmosphere would be arranged by Slovakian pianist Jozef Holly. This event can be a special way to say thank you to the staff for their work, clients for their faithfulness and a promise for the future, also to all employees and the management of the hotel who work just as hard, in order to provide the same, if not better services in the future and in particular to raise awareness of the service to the general public of the activities of the Hotel Kaskady.

Staff training

I would like to propose to introduce a specific training plan for staff and management at the hotel who come into daily contact with hotel guests. I would recommend a special training course for the marketing department titled “Building of efficient marketing” provided by Cassovia Consulting marketing agency.(www.ccgroupp.sk)

Direct e-mail

According to the acquisition of e-mail contacts and the active creation of mailing lists, I would suggest sending more newsletters and ongoing actions in the hotel, to create awareness in the public eye. For all outgoing mail and email from the hotel I would also recommend adding a signature, with emphasis placed on the products and services.

Extension of questionnaires

To develop segmentation of guests and target group I would recommend to extend a questionnaire by adding a few more questions, asking about gender, age, place of living and interests or hobbies. This little change could help the hotel to more deeply specify the target group and also help in creating new products or packages in future.

Return of questionnaires

As it was mentioned the average return of questionnaires is only 40 %. I would recommend to prepare a competition for every customer who would return an questionnaire. I would be drawn every half year and the winner could win a holiday in a foreign country. This holiday could be provided by one of the cooperating travel agencies on a barter basis.

6.1 Draft of Budget

In the following part I have calculated my suggestions for improvement of marketing and marketing communication. In table number 3 is elaborated price calculation compiled in cooperation with the marketing manager of the hotel, and prices are based on her long term experience in the market.

Table number 3- draft of budget

Title	Description	Calculation	Price
Print	-advertising in magazine EKO every month in duration of 4 months	4*200 €	800 €
Radio	- short advertising spots 10 times a month in duration of 3 months	3*1 500 €	4500 €
Web page correcting	- correction of grammar in English made by marketing department	0 €	0 €
Advertising in lovelyplanet.com	- banner advertising of hotel	12*10 €	120€
Banners in Shopping center	- placed in 21 most popular shopping centers for 6 months	21*6*200 €	25 200 €

Posters	- poster placed in tourists visited places	100*3 €	300 €
Video	- creating a new video spot	100 €	100 €
Advertising in cinemas	- promoting hotel with short video for one month all over the Slovakia	2 000 €	2 000 €
Exhibition	-international fair in Tulln for 3 days	3*1 000 €	3 000 €
Event	-special reopening event with catering and program	1 000 €	1 000 €
Staff training	- marketing course	200 €	200 €
Direct mail	- more frequent sending	0 €	0 €
Extension of questioner	- adding an extra questions	0 €	0 €
Guests competition	- to improve the return in questioners	Barter	0 €
Price together for one year			37 220 €

Source: processed by author

SUMMARY

In this chapter is summarized the description of the Hotel Kaskady**** and product, occupation, segmentation, feedback and their marketing communication. In base of this information it was possible to make a SWOT analysis, SWOT matrix and then followed suggestions to improve marketing communication.

There are many factors which make the hotel successful. The main reason for its success is that the hotel is becoming a leader in the Slovak hospitality market. Also it has been awarded many respected companies in tourism. This steps are building a hotel brand, what is a part of success in market.

The hotel needs to be aware of competitors in hospitality and tourism industry. New hotel's chain which are coming into the market could be threat and reduce competitiveness of the hotel. On the other side, building a cooperation and partnership with new companies can give to the hotel new opportunities.

For improvement of marketing communication, hotel's marketing department needs to follow new trends trends in communication especially marketing in social media and pay more attention to the broadcast media. Also by passive participation in exhibitions or fairs, hotel management can ensue trends in gastronomy, housekeeping or other additional services.

An important part of prosperity of the hotel is to build a satisfied and stable clientele. That can guarantee a stable income, which can be use for future development. A big influence for this factor are employees. It is necessary to monitor their results at work as well as educate and qualified them.

CONCLUSION

This process analyzes recent situations of congress Hotel Kaskady**** in the market and describing a marketing communication of the hotel. Analysis of marketing communication have been made from available sources and by cooperation of the hotel's marketing department.

Hotel Kaskady is one of the first 4* accommodation complexes which provides luxury services supplemented by congress services in the region of Banska Bystrica. However, competition is forcing the hotel management to constantly improve services and raise efforts in improving the hotel.

Considering the category, the hotel is designed for their congress and wellness clientele. Compared to their competition the price-quality ratio is very convenient due to their long term experience in the market.

The main goal of this thesis has been to suggest the improvements in marketing communications which will attract new potential clients and also leads to increases in occupancy, sales and income. I focused on various elements of marketing communication and their effective use. These goals will develop awareness of the hotel in specific environments for clients and their satisfaction.

In case of implementation of my suggestions, I am sure the objectives would be achieved. Propositions represent cost increases for marketing communication which could be in a medium-term period returned through new customers and therefore a higher income.

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APPENDIX

Appendix number 1-partnership with travel agencies

Travel Agency*	Income in €, 2015**	Travel Agency*	Income in €, 2015**
Destinacie.sk - Sorger	28.643,77	Czech holiday	735,04
Satur	21.766,36	Wellness.net	697,6
Avicenum	17.499,48	Ck daniela	608,4
Relaxos	16.652,08	SK online	593
Atis	14.545,64	Duna tour	578
Sunflowers	11.412,20	DCK Rekrrea Ostrava	478
Vosaio Travel	11.127,40	CK pohoda	462,4
Ok tours	9.131,92	Václav Kašpar	394,4
Travel corp Asia	7.726,50	Lima SK	366
Wellness tour	7.239,97	Progres CA	352,8
Sea of life	5.647,90	Ingtours	321
Sunday travel service	5.290,40	Agritours	307,2
Rajec travel	2.861,60	Herkules	298
Adventure int.travel service	2.506,00	Karpatya	288,54

*Table contain all travel agencies who cooperates with hotel

** The annual income for hotel from travel agencies, though with can hotel see the most important partnerships

Source: processed by hotel's marketing department

Appendix number 2a- Partnership companies

Name of company*	Type**	Income ***	Name of company*	Type**	Income ***
A.En.	Prospect	1.466	Arysta	Key	18.645
4P&P	Prospect	1.148	Asseco	Niche	7.700
AGPD	Niche	6.100	Astorka	Prospect	857
AbbVie	Key	10.116	Astra Zeneca	Prospect	2.372
Abbott	Prospect	1.065	Atos	Niche	5.104
Acare Health	Prospect	688	Atrea	Niche	5.035
ACCPR	Prospect	1.579	Audio International	Prospect	478
Advance Sport	Prospect	1.991			
ACHP Levice	Key	21.908	Avon	Niche	6.256
Adidas	Niche	4.200	Balet	Prospect	474
AMC	Prospect	994	BASF	Niche	8.165
Amex	Prospect	1.673	Basler	Key	12.671
Amslico	Niche	4.757	Baxter	Prospect	502
Ancor	Prospect	1.998	Bayer	Niche	6.379
Angelini	Prospect	1.866	BBRaun	Niche	8.998
Ankor	Prospect	605	BDF	Prospect	2.804

Appendix number 2b- Partnership companies

Name of company*	Type**	Income ***	Name of company*	Type**	Income ***
Boehringer	Prospect	694	Ditec	Niche	7.119
Bosch	Prospect	2.266	DHL	Niche	3.557
BOZP	Prospect	1.696	DM Drogerie	Key	11.470
Brucha	Prospect	570	Doka	Prospect	1.248
Canberra	Prospect	1.079	Dôvera	Prospect	1.496
Cardif	Key	13.633	Dr. Oetker	Niche	4.653
Cech strechárov	Prospect	1.852	DS Smith	Niche	4.848
Cemix	Prospect	2.618	EBRD	Prospect	2.413
Cesty Nitra	Niche	9.589	eD ´system	Key	12.018
Ceumed	Prospect	329	Eden	Prospect	183
Cipla	Prospect	1.260	Edukafarm	Prospect	488
Continental	Prospect	1.017	Emotrans	Prospect	1.892
Continental Tours	Key	16.198	Enel	Niche	7.118
Contitrade	Prospect	2.709	Energys	Prospect	659
Convivencia	Prospect	722	Eruda	Niche	4.653
Coop Jednota	Prospect	1.688	Eudent	Key	35.614

Appendix number 2c- Partnership companies

Name of company*	Type**	Income ***	Name of company*	Type**	Income ***
Ditec	Niche	7.119	FCA Central	Niche	3.733
DHL	Niche	3.557	Ferring	Prospect	425
DM Drogerie	Key	11.470	FIN.M.O.S.	Niche	4.646
Doka	Prospect	1.248	Fittich	Prospect	748
Dôvera	Prospect	1.496	Forever Living	Key	37.639
Dr. Oetker	Niche	4.653	Freudenburg	Prospect	222
DS Smith	Niche	4.848	Fresenius Medical	Prospect	245
EBRD	Prospect	2.413	Galderma	Prospect	2.468
eD ´system	Key	12.018	GBT ČR	Prospect	816
Eden	Prospect	183	Geis	Niche	4.813
Edukafarm	Prospect	488	Gen. Štáb ochrany	Prospect	432
Emotrans	Prospect	1.892	Gepard F.	Key	17.746
Enel	Niche	7.118	Good Year	Prospect	466
Energys	Prospect	659	GPD	Niche	4.644
Eruda	Niche	4.653	Gravotech	Prospect	763
Eudent	Key	35.614	GSK	Niche	6.291

Appendix number 2d- Partnership companies

Name of company*	Type**	Income ***	Name of company*	Type**	Income ***
Henkel Schwarzkopf	Niche	9.176	Komunálna poisťovňa	Niche	9.080
Hikma	Prospect	805	Krewel	Prospect	1.563
Hipokrat	Prospect	751	L´Oreal	Niche	9.132
Hotelová akadémia	Niche	8.421	Ledic	Prospect	1.737
HRG	Prospect	212	Lekár	Prospect	2.788
HTS	Prospect	659	Levmilk	Niche	7.133
IB Grand Thornton	Prospect	352	LG	Prospect	1.680
ICZ	Prospect	1.640	Libellius	Prospect	1.893
IDC holding	Key	10.654	Libex	Niche	3.007
Imesys	Prospect	2.740	Lima	Prospect	1.223
Imuna Pharm	Niche	4.827	Lind	Prospect	1.152
Institute of Promot.	Prospect	2.957	Linde	Niche	5.856
Investspol	Prospect	374	Logman	Niche	4.224
Johnson & Johnson	Niche	7.277	Lukystav	Niche	6.993
Johnson Control	Niche	8.712	Maffel	Prospect	329

Appendix number 2e- Partnership companies

Name of company*	Type**	Income ***	Name of company*	Type**	Income ***
Medtronic	Prospect	867	NSAT	Prospect	1.889
Mercedes	Niche	3.528	Nutrícia	Key	41.684
Merck	Prospect	1.064	OK Agency	Key	14.878
Metlife	Key	21.302	OKTE	Niche	7.235
Milex	Prospect	88	OMC	Prospect	1.260
Monarch	Niche	9.438	OMC Invest	Key	13.619
Motip	Niche	7.196	Omni Media	Prospect	1.496
MP	Niche	9.952	Omni Pulbic	Key	16.410
MSD	Niche	4.803	OMV	Niche	3.378
Mundipharma	Prospect	793	Orange	Prospect	283
Murat	Prospect	358	Oriflame	Prospect	488
MV Servis	Key	11.280			
Mylan	Key	15.985	Orin	Niche	6.521
NARKS	Prospect	1.329	OTP Banka	Prospect	2.519
Nemak	Prospect	1.824	OVB	Prospect	689
Nemocnica Bardejov	Prospect	1.535	Palma	Niche	9.534
Nimag	Prospect	172	Pacific Northwest	Key	13.303

Appendix number 2f- Partnership companies

Name of company*	Type**	Income ***	Name of company*	Type**	Income ***
Pierre Lang	Niche	5.580	RUVZ	Niche	4.880
Pink Harmony	Prospect	890	RWA	Niche	9.622
Pioneer	Prospect	1.886	SAAB	Key	17.190
Pirelli	Niche	6.122	SAD	Prospect	930
Porsche	Key	19.869	Safilo	Niche	5.000
PoSam	Niche	6.549	Sagrop	Prospect	2.351
Powen	Key	13.027	Sandvik	Key	40.139
Premac	Prospect	1.787	Sanofi	Key	11.159
Progress	Key	12.561	SASR	Prospect	240
Projekty domov	Prospect	2.346	Satur	Niche	7.729
Promoktivity	Prospect	86	SBA	Prospect	1.509
PSS	Niche	3.652	SAZ	Prospect	1.545
PTO	Prospect	2.975	SCA Hygiene	Niche	4.977
Quinta	Prospect	1.952	Scania	Key	24.272
Rai	Niche	9.713	Senator Travel	Key	18.778
Raven	Key	37.756	Senoble	Prospect	2.131
Reckitt	Prospect	462	Servier	Key	12.371

Appendix number 2g- Partnership companies

Name of company*	Type**	Income ***	Name of company*	Type**	Income ***
Simacek	Prospect	648	Tajpan	Key	77.988
SKGA	Niche	4.131	Tajpan	Key	14.450
Slov.elektr.	Prospect	586	Teva	Prospect	249
Soitron	Key	17.180	Tupperware	Key	16.802
Solen	Prospect	1.930	Unicredit Bank	Prospect	150
SOV	Key	11.449	Unipharma	Key	43.745
SSE	Prospect	1.992	Uniqa	Prospect	1.609
Sberbank	Prospect	250	UPVSR	Prospect	97
StaVMAT	Prospect	1.699	Urpsed	Prospect	897
STVPS	Prospect	656	Via France	Prospect	274
Svet zdravia	Niche	4.518	Viesmann	Prospect	723
SZB	Prospect	2.457	Volkswagen	Niche	6.293
SZL'H	Key	48.488	VWFS	Niche	4.112
SZPM	Niche	7.902	Worwag Pharma	Prospect	449
SZV	Key	23.428	Zajedno	Prospect	184
Škoda Slovakia	Key	13.642	Združenie zamestnávateľov	Prospect	1.425
ŠZŠ	Niche	6.179	Zentiva	Niche	8.052

Source: processed by hotel's marketing department

**An alphabetical list of companies which have partnership contract.*

*** Division of companies to the 3 types depending on annual income for hotel from utilized congress services.*

Prospect 0-2999 €

Niche 3000- 10 000 €

Key from 10 001 € and more.

**** An annual income in € for hotel*

