A REVIEW ON THE HOSPITALITY INDUSTRY

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ABSTRACT

In this review, we need to show how DoubleTree by Hilton cooperates with its potential objective market and survey its utilization of innovation to speak with that market bunch. This study will research DoubleTree by Hilton's assets, as well as the organization's image character, its objective market portion, and the advances it utilizations to communicate with that gathering. As one of the best Starwood brands, the Double Tree by Hilton has had the option to separate itself in a cutthroat market by being perceived for its labor and products. Twofold Tree has had the option to hold a significant number of their clients returning in view of their prizes program.

Keywords: Hotel, brand, Hilton, Double Tree

I. Introduction

As the world's quickest developing neighborliness brand, DoubleTree by Hilton flaunts 35,000 rooms and 590 sumptuous lodgings in 47 nations across six landmasses. Warm chocolate chip treats have been a piece of the DoubleTree experience since the 1980s, albeit the formula wasn't settled until 1986. Consistently, in excess of 65,000 treats are passed out to visitors at the inn. At DoubleTree, visitors have the choice of mentioning that they be given milk and treats each day, or some other extraordinary solicitation they might have. This blows away what you'd hope to see at a lodging of this sort. There is a solid accentuation on "prosperity, mindfulness, and solace" here (Hermawan, Sari, and Kesa, 2019). The DoubleTree by Hilton experience starts with a warm chocolate chip treat, a practice that has endured the greater part a century. With its obligation to maintainable development, DoubleTree by Hilton has utilized its lodgings' current foundation to investigate ground-breaking thoughts for the future (Hilton, 2020). Clients of DoubleTree by Hilton may now exploit Hilton Honors, the honor winning visitor reward program for Hilton's 18 top notch brands. To participate in an award program, a vacationer should book by means of a favored Hilton's channel. Also, Hilton Members might utilize Digital Key innovation to hold, check in, and select a room at an inn (Ari, 2018). What's more, first class individuals approach a five-foot exercise, meeting, and occasion office with up to 112,000 square feet of room and state of the art general media gear. The retreat's ocean front settings and exercises like golf, swimming, scuba jumping, and spa medicines are additionally open.

II. Brand Identity

"Identity," "image," and "reputation" are widely used interchangeably, according to (Niemelä, 2019). Because a brand has its own unique set of traits, such as its own values and beliefs, it resembles a person in this respect. As with distinguishing one person from another, a company may be distinguished from its rivals by the specific brand identity it has established. The uniqueness of a company's brand is determined by a variety of things. According to (Niemelä, 2019), a brand's identity is the only thing that distinguishes it from the others. When it comes to brand identity, (NIEMEL, 2019) states that it's all about building a set of features that express the brand's assurance into the customer's subconscious so that it becomes a part of their identity. As Niemelä argues, brand identity speaks to the customer's senses while brands speak to the customer's mental process.

III. Elements of Brand identity

Products and services of one brand are distinguished from those of other well-known brands by distinguishing features, both tangible and intangible (Arthini, Somawati, & Adnyana, 2022). As far as we can discern, the only intangible features of the firm are its name and its insignia. Client happiness and reputation are two examples of intangible factors.

Why is brand identity important?

Building a brand identity is critical for firms looking to increase their value by being recognised as a brand. Buyers are willing to pay extra for Apple products, says (Niemelä, 2019) in his blog. As a consequence of Apple's excellent brand recognition, people believe they are receiving good value for their money when they purchase an

Apple product. Strong brand identity may also give tremendous financial rewards according to a Science Direct research.

Advantages of Brand Identity

By (Niemelä, 2019), a company's most important messages cannot successfully be conveyed without a distinct brand identity. Customers' perceptions of a company are shaped by how it presents itself to them. In addition, a company's ability to communicate a coherent message across all of its promotional platforms is enhanced when it develops a distinctive brand identity.

According to (Niemelä, 2019), a company's brand identity must be as effective as possible to successfully separate itself from the competitors. Brands that have a distinct personality are more likely to be remembered by customers. According to Murphy (2020), good brand identity helps to develop long-term consumer trust and loyalty because of the customer-product link.

Disadvantages of Brand Identity

Making a particular brand personality includes broad examination, particularly for firms that offer a wide scope of items and administrations. Making another brand personality right after a pessimistic media occurrence including one of its items or administrations is important for the organization to reestablish its piece of the pie. With laid out crucial standards, shifting the organization's direction or focus on another demographic might be extreme.

IV. Target Customer

The Double Tree hotel focuses on two primary markets:

A company's industry

The tourism industry sector of commerce

One of the main reasons for the expansion of businesses is the development of a city. This has been taken into account in the majority of Double Tree's decisions. Because to its top-notch meeting facilities, Double Tree has held several conferences and corporate gatherings (Wilopo, 2021). In addition, the Double Tree has been able to give VIPs staying at the hotel for business with business class accommodations and other luxuries. More than 28 Double Tree by Hilton locations have been built throughout China and Asia, as an example.

V. Tourism sector

The Double Tree hotel has been exceptionally flexible in order to meet the needs of all its guests. It has been marketed to couples on their honeymoons, families on vacation, and travellers on a leisurely holiday' (Azraai, et al. 2019). Fitness centres, swimming pools, tennis courts, and golf courses have all been constructed, and they may all be found depending on where you live. It's been a top priority to find the best sites for hotels that cater to this demographic. As an example, consider the Double Tree Mirage Port Douglas.

VI. Characteristics of target market

Business sector

Controlled and unmanaged business travellers exist. On account of overseen voyagers, lodging choice is focused on at limited determined approaches, for example, the utilization of inn suppliers that have been coordinated at a concurred evaluating or an unmistakable and far reaching spending strategy (García Page, 2018). With no corporate travel manager, your hotel decisions are completely up to you, even if your company's spending restriction is strictly adhered to. Non-price information and additional costs are all at the customer's control when making an online reservation.

Business travellers are more likely to book a hotel on the spur of the moment if they are swayed by online ratings and pricing. The value of a hotel is reduced by unfavourable customer evaluations if you're looking to stay there. Leave it to the self-directed traveller, and their focus shifts away from cost considerations (Limawan, 2018). Most

of them do not give monetarily, despite this. Booking a hotel room is often influenced by the brand name of an unmanaged company.

Tourism sector

When it comes to their target market, Double Tree aims to appeal to those aged 25 to 54 who love travelling frequently, don't have difficulty discovering unique experiences, and appreciate practical, time-saving, and innovative solutions. As noted by (Niemelä, 2019), travellers who are more concerned with exposure and an enhanced travel experience. When it comes to travel, "we observed that what people want is to be free to seek out experiences without constraints," and that's what we're putting the centre of our goods and services purpose at Double Tree."

Double tree technology usage

Hoteliers have been able to improve client comfort by familiarising their guests with a new site and making it feel like they've been there before by providing a clear view of the hotel property (Zakaria, 2018). It has become possible for many hotels to build their own websites thanks to third-party linkages like Travel web. You may find all of Double Tree's products and services, including electronic brochures and customer-fill forms, on their website at Double Tree.com. To further encourage users to share their online experiences, the website provides a form of immunity.

In 2008, as part of its cooperation with Microsoft Surface, the Double Tree hotel released the Link@Double Tree customer experience platform. Hotel visitors may use it to explore social subjects and make a difference to their stay by interacting with others in more personal settings such as the lobbies of a few Double Tree Hotels.

Advantages and disadvantages website technology

The most incessant innovation at Double Tree Hotel is the site, and it has been more helpful than horrendous. Utilizing data set investigations (online polls) and advising lodging visitors pretty much all regarding the inn's item subtleties, refreshes, unique offers, and different advantages, as well as furnishing clients with an assortment of faithfulness projects to look over, are only a couple of the ways of bettering serve and fulfill clients, just to give some examples (Mendivil Barrantes, 2019).

Although website technology has its advantages, it also has a few drawbacks. These drawbacks include data transmission delays, network limits, and aesthetic and programme features that necessitate user engagement with high-end computers. This narrow emphasis on a specific audience has a drawback: it makes it difficult to keep an eye on and respond to visitors in a timely manner (Vidovi, 2018). Customers' credit card information may be compromised in the event of a security breach because of codeless mechanisms used to send it to a website.

Website as link to target market

As a result of this valuable instrument for marketing adaptation at this level of advancement and relationship marketing, customers are eager to book a hotel and look up hotel specifics on the internet Last-minute reservations can be made on the internet by business travellers who aren't price-conscious (Raharjo, & Wicaksana, 2018). Visitors on a budget must prepare ahead of time and keep an eye on the website for any promoted deals or special packages.

The great majority of travellers use hotel websites to make judgments and book rooms. Visitors that rely on this type of information spend more time at their destination (Gudelj, 2018). There has been an increase in online bookings at Double Tree hotels as a result of guests being able to contact the management of the hotels directly through their websites.

VII. Conclusion

According to (Niemelä, 2019) study, the fastest-growing hotel markets are in China, India, and the Gulf nations. As a result, China has surpassed the United States as the most popular travel destination. Double Tree will have to set up business more regularly on these continents. The leisure travel market is growing at a higher rate than the business travel industry. Even though the tourist business is an important source of revenue for Double Tree Hotels, they will need to increase or prioritise their efforts to stay pace with the growing demand for their products

and services. Customer behaviour may be affected by expanding the number of ways in which a company communicates with its target market using a Customer Relationship Management System (CRM).

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