

# Impact of Systematic Sales and Branding toward Revenue Generation in Hotel Industries

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## ABSTRACT

For a long time, the hotel industry did not consider Airbnb as a threat. Both the industry and Airbnb claimed to serve different markets and follow different business strategies. As Airbnb has grown in popularity and become larger than the hotel industry's businesses, the rhetoric has evolved. The hotel industry began to see that there was a problem. The American Hotel & Hotel Association (AH&LA) initiated an attack on Airbnb after a period of denial, sponsoring research to demonstrate the company's negative economic effects and lobbying governments to impose taxes and regulations on house sharing. The organisation is pushing for a level playing field between house sharing and hotel stays. The next stages of this conflict are competition and integration. In order to compete more successfully with Airbnb, hotels are attempting to add homesharing-like amenities and experiences to their properties, but they are also looking to capitalise on Airbnb's platform-based business model.

**Keywords: Sales in Hotel Industry, Branding in Hotel Industry**

## INTRODUCTION

The effect of Airbnb on the hotel industry is huge, both concerning its presence and its monetary effect. As indicated by a new report by Dogru, Mody, and Suess (2018), a 1% increment in Airbnb supply across 10 huge hotel markets in the United States somewhere in the range of 2008 and 2017 brought about a 0.02 percent decline in inn RevPAR across all fragments. While these figures may not seem, by all accounts, to be critical from the get go, considering that Airbnb supply expanded by practically 100 percent year over year all through the ten-year time span, the "genuine" misfortune in RevPAR was 2% across all inn fragments. Shockingly, the economy, yet additionally the lavish hotel market, which saw a 4 percent genuine decrease in RevPAR because of expanded Airbnb accessibility. Airbnb affected ADR and inhabitance. Due to expanded Airbnb supply in Boston, RevPAR has declined 2.5 percent on normal in the course of the most recent decade. In 2016, this 2.5 percent decrease in RevPAR cost hotels \$5.8 million in lost income because of Airbnb. The most impacted brands were those in the midscale and extravagance sections, which saw a 4.3 percent and 2.3 percent drop in RevPAR, separately. Because of the expanded stock, Airbnb is acquiring a bigger piece of the housing market. In Q1 2016, Airbnb represented 9.7% of convenience interest in New York City, or to around 8,000

rooms consistently (Lane and Woodworth, 2016). In Q1 2016, Airbnb's obliged request represented roughly 3% of all customary inn interest.

## **HOTEL AND AIRBNB**

Larger cultural changes are influencing how people travel, and we believe this has ramifications for the Airbnb and hotel industry. These are some of the current trends:

- A shift to "another excess"- looking out novel, certified experiences that fill in as a stage for self-finishing controlled by an extended overflow opening in the United States.
- An extended flexibility, particularly among ahead of time under-tended to bundles in the United States (the dull travel improvement, for example) and the overall adventurer (more Indian and Chinese worldwide explorers than some other time in ongoing memory).
- The changing thought of brand faithfulness: from long stretch associations with customers' necessities for second enjoyment and personalization.
- Changing nature of "ownership": In a post-consumerist society, the complement on "access-based use" has put an attention on wellbeing and success, past authenticity.
- A co-all that presence where work, play, and life blend into one steady mosaic: Technology has modified how we continue with our lives, and how we are related with work, to each other and to the things that drive us. A looming 5G world and the IOT is basically responsible to accelerate the speed of progress. Take LiveZoku (<https://livezoku.com/>), for example: is it a home? An inn? A WeWork? A space for the close by neighborhood? A prospering food and drink objective? It's these things.

## **OBJECTIVES**

To improve the current administration recruitment process

to improve the internal facilities

To improve the production of leadership authority

To investigate the consequences of Hotels and Airbnb using a hierarchical approach.

## **RESEARCH METHODOLOGY**

Analyze the hotel and Airbnb brands, sales, and recruitment. We plan to share our survey results via a 30-question questionnaire to a sample size of 100 working professionals in hotels and

AirBNB. In order to compare the databases, we will use the ANOVA test. To separate the standards, regression will be used.

**DATA ANALYSIS**

Hotel brands must reconsider their story and how they depict and convey their genuineness and brand guarantees on an essential level. At a strategic level, what is proposed to current and future visitors, what they are charged for, and the way things are utilized to deliver "noteworthy recollections" that lead to more prominent net promotor scores and brand devotion should all consider the experience and worth outside of the guestroom. We give a graphical correlation of Airbnb versus inns previously, present, and future.

The employees who departed various departments were analysed using the percentage technique in the first stage of the data analysis, and their profiles were depicted as High Performers, Medium Performers, and Low Performers depending on their performance. The Cronbach's alpha test is used to determine the data's internal consistency. ANOVA was used to examine the hypotheses that had been developed.

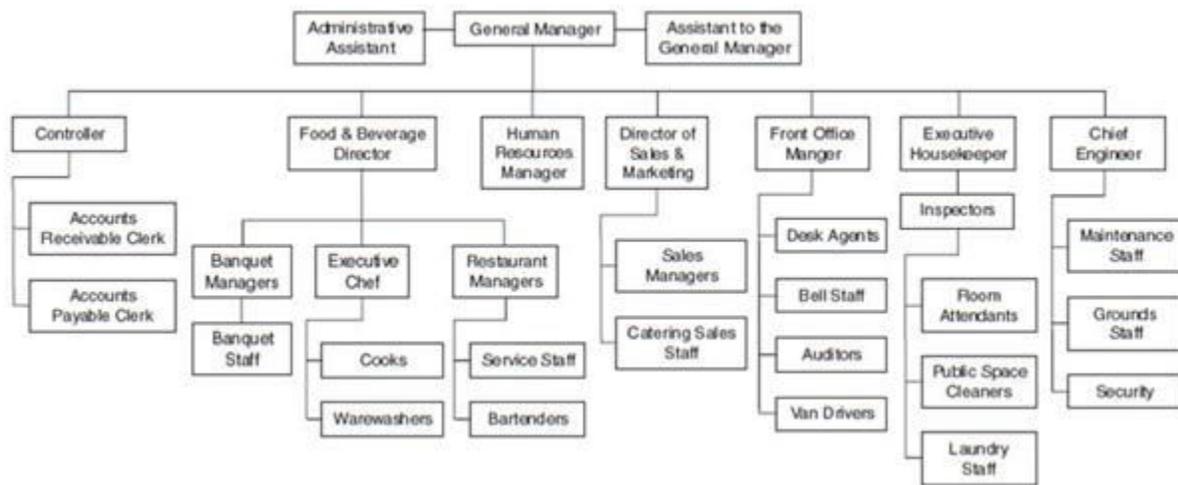


Figure 1: flow Chart Organizational Structure

Hotels/Cost	Separation processing Cost (Rs.)	Replacement hiring Cost (Rs.)	Training new hire Cost (Rs.)	Lost productivity/ lost business Cost (Rs.)	Total (Rs.)
HOTEL-A	220272	4565496	2056704	78624	6921096
HOTEL - B	506448	2831760	1203840	0	4542048
HOTEL-C	270100	3881004	1184000	248640	5583744
HOTEL - D	81200	1061200	817600	0	1960000
HOTEL-E	188240	2048384	1413360	93600	3743584
HOTEL - F	730800	16934400	12553632	0	30218832
HOTEL-G	83300	296184	425376	0	804860
HOTEL-H	115200	2023200	1584000	0	3722400
HOTEL-1	139200	2238800	6797600	0	9175600
<b>AVERAGE COST</b>	<b>259417.78</b>	<b>3986714.22</b>	<b>3115123.56</b>	<b>46762.67</b>	<b>7408018.22</b>
<b>AVERAGE COST %</b>	<b>3.50</b>	<b>53.82</b>	<b>42.05</b>	<b>.63</b>	

Table 1: Hotel Category Separation and productivity

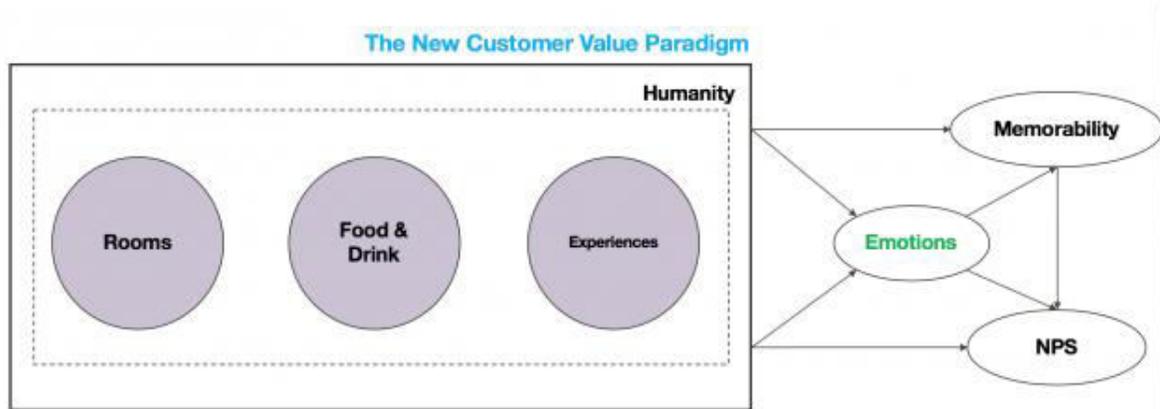


Figure 2: Customer Value Plan

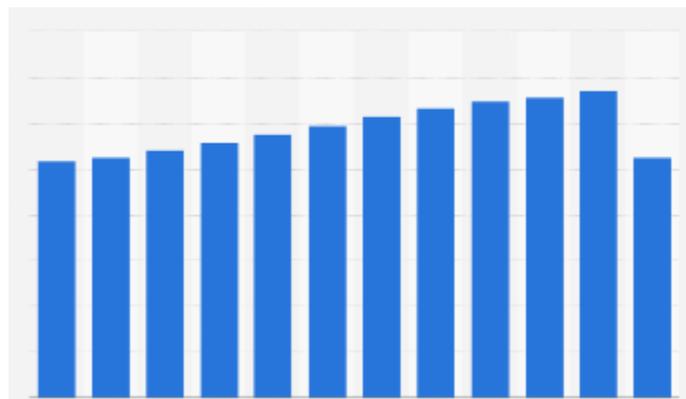


Figure 3: Tentative Fluctuation of Financial Growth

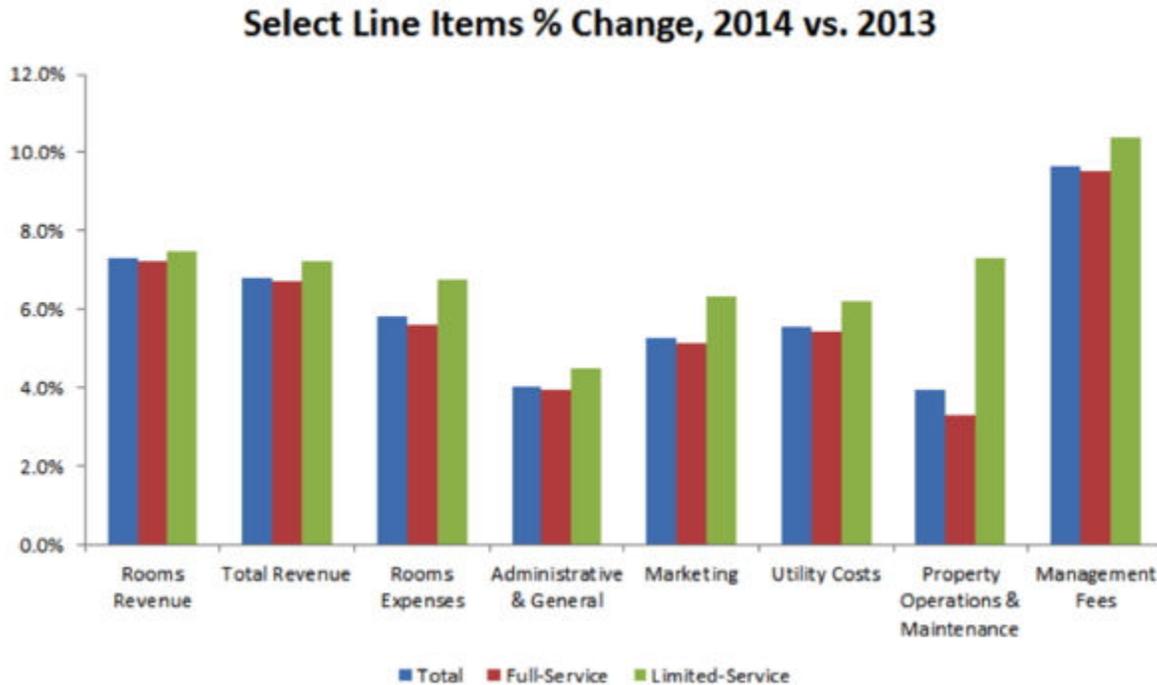


Figure 4: Review Chart of Marketing Utility and Costs

A brand's EVP can be enhanced by emphasising humanity and delivering a sense of hospitality. Instead of replacing the human connection with technology, the industry should seek for ways to use technology to free up personnel so they can focus on creating more personal and unique experiences for guests rather than conducting regular transactions. Furthermore, if personal connection is what consumers desire while visiting with Airbnb, why are hotel confirmation emails still sent out by automated systems, emphasising the business's "facelessness"? Why not take advantage of the situation to extend a genuine welcome to the visitor?

**CONCLUSION**

Past the singular brand, the inn area has started to partake in the home sharing business sector and is progressively planning to fuse these stage plans of action at the corporate level. While Accor just gained Onefinestay, Marriott has banded together with Hostmaker to send off Tribute Portfolio Homes, a relationship that has as of late extended to four European areas (Fox, 2018). Accor's freshest Jo and Joe brand, from a natural brand improvement approach, reproduces the sharing economy inside the constraints of an ordinary inn office. Other, more inventive and trying approaches to consolidating the sharing economy idea into an inn could incorporate making a "Airbnb floor," which would be the perfect inverse of the club floor, with no housekeeping or other hotel administrations and subsequently a lower charge. Inn brands are progressively becoming "marked markets" for housing, not simply hotels, subsequently selling hotels on elective convenience stages might be advantageous. Through the Expedia Affiliate

Network, HomeAway is as of now adding hotels to its foundation, while Airbnb is zeroing in on overnight boardinghouses and store inns. By remember these options for their postings, homesharing organizations try to accomplish their objective of being "for everybody," while likewise permitting autonomous and shop hotels to profit from marked conveyance at a less expensive expense than standard OTA brands.

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