



Análisis de la oferta y promociones en el sector hotelero: el caso tabasco en méxico [

2018

text (article)

Analítica

This paper aims to analyze the offer and promotions used in the hotel sector of Tabasco in Mexico. Although the hotel offer is good in Tabasco, promotions as powerful marketing tools are necessary to influence the decision of the tourist. In this destination, the hotel sector is modern in infrastructure and vast in establishments; unfortunately, the frequency of tourists is relatively low. We analyzed a sample of 59 managers from a total population of 429, with a confidence level of 0.90 and a margin of error of 0.10. A questionnaire composed of multiple choice questions was applied. The results show that 8 types of rooms are offered, only 35% of hotels offer 3 types and 1% offers 8 types. There are two periods of strong promotion: 31% of hotels make promotions in April and 40% in December. In the annual promotions: 54% of hotels do not make promotions and 14% make promotions twice a year. The most used promotions are: 57% group discounts, and 13% discounts with credit cards. In conclusion, managers of the hotel industry have a lot of work to do especially in the implementation of annual promotions and types of promotions. The current promotions are not sufficient and must be intensified to achieve a growth in the frequentation of tourists

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Editorial: 2018

Tipo Audiovisual: Tourism promotion offer hotel sector Tabasco Turismo promoción oferta sector hotelero tabasco

Documento fuente: International journal of scientific management and tourism, ISSN 2444-0299, Vol. 4, Nº. 2, 2018, pags. 367-389

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: International journal of scientific management and tourism, ISSN 2444-0299, Vol. 4, Nº. 2, 2018, pags. 367-389

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es