



**EFFECTIVENESS OF TOOLS AND TECHNIQUES USED IN SALES
PROMOTION FOR HOTEL INDUSTRY IN SRI AMAN**

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ABSTRACT

Sales promotion is one of key elements of promotional mix which being used by marketers and sales person in order to compete the competitive advantage then increase the sales by stimulating the consumers purchase decision. Since the hotels that exist in Sri Aman, therefore this present of study has made in order to evaluate the effectiveness of tools and techniques used by hotels in Sri Aman. As a self administered questionnaire is prepared and total of 130 respondents are interviewed with it. Then using a SPSS tool program, the collected data is analyzed.

CHAPTER ONE

INTRODUCTION

1.1 Executive summary

Sri Aman is a small country at Sarawak where total population are 64,905 people only (Ramlah, 2010), the hotel is unknown among peoples. People from far away comes here at Sri Aman have difficult to find places to stay a night. Therefore hotel at Sri aman should do some promotion and advertisement activity to promote and tell people about their hotel. Here at Sri aman there have only a few hotel and few inn, such as, Hotel Sri Simanggang, Taiwan Hotel, Hoover Hotel, Mega Inn, and some other inns. Since there have few hotel here the big hotel such as Hotel Sri Simanggang dose not do some aggressive promotion due to no big competitor here.

Hotel industry is a sector of business that revolves around providing accommodations for travellers. Sales strategies for hotel might a little different with other product companies. Their ultimate goal is to have all of its rooms occupied in all around the years. Mostly, hotels often advertise with several different ways to attract key parts of the market that they would like to gain as customers. In emerging business scenario, there have many promotional techniques that been used by the marketers in order to create awareness among peoples and influencing the purchase decision of their customers. The sales promotion is one of the key elements of promotional mix which to sustain competitive advantage, increase sales, and simulate consumer purchase decision. Sales promotions are used as a way to attract attention toward business or provide an incentive for a customer to take a desired action. It also can help luring customers away from a competitor.