

A Comparative Study on Usage of Marketing Strategies by Themed Hotels and Traditional Hotels in Southern Province of Sri Lanka: from the Managerial Perspective

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During the past decades, Sri Lanka has reported a dramatic increment on their hotel establishments. As a result, huge competition exists among hotels in marketing themselves. Hence, hotel management needs to be more customer-oriented and competitive by adopting marketing mix strategies in order to reach its target customers. Therefore, this paper aims to comparatively analyze the usage of different marketing strategies used by themed hotels and traditional hotels in Southern Province of Sri Lanka. In compliance with this trend, this paper investigated theme hotels and traditional hotels in marketing strategies development. Furthermore, it figures out the difference between themed hotels and traditional hotels, with regards to marketing mix strategies. The sample to the study being managerial employees in 7 theme hotels and 6 traditional hotels, data was collected through semi-structured interviews. In the empirical data, the researcher collected data from interviews with hotel managers through the combination theories of seven P's of marketing mix strategies, and resource-based view. Data was analysed through content analysis. According to the results, it has been highlighted that the theme hotels prioritize internal design, premium price, experiential environment, narrow advertising tools, exclusive greeting patterns in developing marketing strategies, meanwhile traditional hotels focus on standard facilities and amenities, seasonal pricing, broad advertising tools, personalized service, comfortable environment. But, both types of hotels depend on products and physical evidence in marketing their properties. Specifically, the study suggests spreading the marketing campaigns of themed hotels via digital platforms and developing experiential strategies in marketing plans by traditional hotels.

Keywords: Marketing Strategies; Resource based view; Marketing mix strategies; Accommodation industry; Competitive market