

Report On

**OVERCOMING MARKETING HURDLES:
A CASE STUDY ON HOLIDAY INN BANGLADESH
STRATEGIC ENDEAVORS**

By

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An thesis/case study report submitted to the BRAC Business School in partial fulfillment
of the requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The thesis/case study report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

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Subject: Case Study Report Submission

Dear Madam,

Please find the enclosed case study report titled "Overcoming Marketing Hurdles: A Case Study on Holiday Inn Bangladesh's Strategic Endeavors," prepared as part of the requirements for the curriculum at BRAC University instead of internship.

The primary objective of this report is to analyze the marketing challenges faced by Holiday Inn Bangladesh, specifically regarding its online reputation and cleanliness standards. This study explores how the hotel utilized strategic marketing interventions.

I hope this analysis provides a comprehensive understanding of the strategic efforts required to maintain a competitive edge in the South Asian hospitality market. I am available to discuss the findings of this report further at your convenience.

Sincerely yours,



Rezwana Islam

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No Objection Certificate

TO WHOM IT MAY CONCERN

This is to certify that **Rezwana Islam**, student of BRAC University with student ID No: 16104189, is permitted to conduct her research/case study to complete her BBA program with our organization. We have No objection regarding this matter.

For any information she requires to collect from our organization, her point of contact will be Mr. Shah Alom, designated as Finance Director with email id: shahalom.mariumgroup@gmail.com. We understand the requirement of this research/case study to complete her academic background and build her career.

We wish her best for her future endeavours.

For & on behalf of
Habib Hotel International Ltd.

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Executive Summary

This short summary tells everything need to know about Holiday Inn, Bangladesh's marketing plans and the issues it had to handle. The Holiday Inn brand is a renowned hotel chain. As an example, the study looks at problems, the field of marketing, competition, advertisement models, and the development of the hotel. It also introduces new marketing ideas and gives a description of the company. The study discusses the significance that marketing is for getting people to know your brand, keeping customers, and growing business overall. That part discusses about the way the hotel plans to build its brand, take care of its online image, run focused campaigns, make loyalty programmes, and team up with other companies. Not only does the study discuss well-known rivals and both direct and indirect competition, it also gives tips in order to stay ahead of them. This report also talks about specific marketing issues and general issues the hotel is having, and it offers ways to fix them. It is looked at how things like the Ansoff Matrix and customer journey planning can help people decide what to do. In the hospitality business, it's important to know the way markets work, use marketing ideas, and adapt to new trends, says the study. At the end, it discusses the significance that marketing has been for the hotel's rise to success in Bangladesh's tough hotel business. It then leaves you wondering the way to make it even better and give guests an even better experience. The study shows that marketing is very important for the hotel's growth, success, and satisfied guests.

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Introduction

Marketing is a planned way to find out the things client requirements and wants and then meet those. Among its many duties are creating goods, setting prices, advertising them, and delivering them, to name a few. The name of the hotel chain or group picked for the investigation is Holiday Inn, Bangladesh. By knowing customer tastes and market trends, good marketing helps businesses build relationships with the people they want to buy from them, raise awareness of their brand, and boost sales and growth. Bangladesh's growth and wealth have been greatly affected by the marketing vacation. Holiday Inn, a big player in the very competitive hotel business, uses smart marketing strategies to place itself in the market and bring in a wide range of customers. The hotel utilizes specific marketing efforts to get the word out about its unique value offer, raise knowledge of its brand, and connect with prospective consumers through a variety of channels. Holiday Inn Bangladesh can tailor its deals, sales, and services to meet the needs of different customer groups because its marketing department knows what customers want and what the market trends are.

Organizational Overview

Kemmons Wilson opened the very first Holiday Inn hotel in the city of Memphis, Tennessee, USA, in 1952. It was one of the world's first and best-known hotel brands. People may have liked the brand because its original goal was to provide visitors with excellent accommodation at reasonable prices.



In the middle of Bangladesh is the well-known hotel business Holiday Inn Bangladesh. It has great rooms and friendly service for people from across the world. The hotel is in a great location in an established town or vacation area, so people travelling for business or pleasure can stay there. The Holiday Inn Bangladesh is pleased to give rooms that are warm, stylish, and have all the modern conveniences need for a pleasant stay. Each visitor has a unique experience, and the hotel staff works hard to make sure that guests will remember their stay. The Holiday Inn Bangladesh has a lot of great amenities besides rooms. These include modern meeting rooms, gyms, and restaurants that serve both Bangladeshi and foreign food. The duration they stayed at this expensive hotel brand in Bangladesh, guests can enjoy a fine mix of

comfort, simple use, and cultural experiences.

Rise of Holiday inn Bangladesh

Holiday Inn Bangladesh wanted to be a friendly place that welcomed guests from all over the globe to stay when it first opened its doors. People are excited to welcome guests to the hotel, which is a haven of warmth and ease in the middle of busy Dhaka. It was hard to deal with the admiration that came with performing well early on. The hotel's reputation started to go downhill as more and more people said bad things on the way clean it was online. This caused rents to drop, which worried the management.

Problem case

The employees at the Holiday Inn Bangladesh got prepared for a busy day as the sun came up over the busy streets of Dhaka. Still, there was a worrying trend: more and more bad online reviews were talking about cleanliness problems. They didn't like the state of the sheets were or how badly they were cleaned. The reputation of the hotel was harmed, and fewer people stayed there. People on the marketing team enjoyed to work hard to get customers to trust them again and improve the stay for guests. The hotel website should have good reviews from past guests, a way to fix the cleaning issues, and strict quality control. It would help Holiday Inn's reputation and ensuring all of its visitors have a great stay if it gave its cleaning staff additional instruction, checked rooms more often, and started a focused effort to control its online reputation. The tide started to turn slowly. People loved how clean and friendly the rooms were and could see the actual work being done. Things looked different online, and great reviews allowed the hotel's reputation get back on track. Making an effort to do more effectively not only fixed the issue at together, but it additionally made Holiday Inn care even more about making customers satisfied. The Holiday Inn Bangladesh is still going strongly in the tough hotel business today. It's a story about sticking with something even when things go wrong and starting over. It shows the significance it is to face challenges head-on and work hard to change the tourist experience.

Problem Case

The staff at the Holiday Inn in Bangladesh got prepared for a busy day as the sun came up over the busy streets of Dhaka. Still, there was a worrying trend: more and more bad online reviews were talking about cleanliness problems. The guests were stuck to the dirty. It's not clean and there aren't enough sheets and towels. The reputation of the hotel was harmed, and fewer people stayed there. It was hard for the marketing team to gain back the confidence of consumers and improve the experience of guests. Online, the hotel needs to have strict quality control, good reviews from guests, and a fix for cleaning issues. It would help Holiday Inn's

image and make sure all of its visitors have a great stay if it gave its cleaning staff further instruction, checked rooms more often, and started a focused effort to control its online reputation.

The Marketing Sector of The Hotel

Business plan for Hotel Holiday Inn in Bangladesh includes the marketing staff. It includes many projects and activities that are meant to spread the word about the property, bring in guests, and boost the brand's reputation in both the US and other countries. To make money, stay ahead of the competition, and get more people to stay at the hotel, the marketing staff is very important.

High-tech marketing techniques are being used by Holiday Inn Bangladesh to start a planned process to improve its reputation and standing in the tough hotel business. According to (Amin et al., 2023), Holiday Inn in Bangladesh has worked hard to build a unique brand identity by highlighting its best qualities, such as great rooms, great service, and handy locations. Because it cares about its brand and positioning, the Holiday Inn Express is a good choice for both business and leisure visitors. It can now find Holiday Inn Bangladesh online because the company knows the significance it is to be present online. Different types of digital marketing are used by the hotel to get more people to see it, become interested in staying there, and book directly. These include search engine optimisation (SEO), pay-per-click (PPC) advertising, and social media marketing. Online travel agents (OTAs) and the hotel's website are all taken care of by the hotel. To keep the Holiday Inn Bangladesh's good name, the marketing team does everything they can. They show that they care about making sure customers are satisfied by reading and responding to consumer feedback on a number of different sites. People who want to buy something are more likely to trust an organisation after reading reviews and recommendations. Part of Holiday Inn Bangladesh's marketing plan is to make ads that appeal to a range of customers, such as families, visitors, and business travellers who are going to nearby shows or events. Promotions and deals are made to fit the needs and wants of a wide range of travellers. There are two ways to maintain customers coming back: a well-thought-out prize system and getting customers to take part. Special deals, personalised messages, and email marketing are some of the ways that the marketing team stays in touch with previous visitors and gets them to book again. These are the main ideas of Work with other businesses is a big part of the Holiday Inn Bangladesh's advertising strategy. They team up with a lot of different businesses, tour companies, and event organisers to connect with more people and get new customers. This interaction gets the word out about the hotel's features and provides people to events and meetings in the area.



The marketing department of Hotel Holiday Inn in Bangladesh plays a crucial role in developing and putting into action efficient marketing strategies to draw customers, improve brand recognition, and spur company expansion. Holiday Inn wants to retain a strong presence in the cutthroat hotel industry in Bangladesh and provide great experiences for its visitors through branding efforts, digital marketing, targeted advertising, and customer interaction activities.

Competition Of the Hotel Chain

Direct rivals

Several other hotel chains and independently owned hotels that welcome both business and leisure travelers compete directly with Holiday Inn in Bangladesh. Due to the identical services, amenities, and price points offered by these rivals, the nation's hotel industry is extremely competitive. Here are some of Holiday Inn Bangladesh's main direct rivals in more detail:

- ✚ Radisson Blu- An established international hotel chain with several locations in Bangladesh is called Radisson Blu. Radisson Blu competes with Holiday Inn for business and leisure travelers seeking opulent lodgings because of its expensive rooms, first-rate amenities, and emphasis on personalized experiences (Tanha et al., 2023).
- ✚ Marriot International- Marriott is another significant operator with a significant presence in Bangladesh's hotel sector. A variety of hotels of this name are available, including Marriott Hotels, Courtyard by Marriott, and Sheraton. Due to the high volume of visitors attracted by Marriott's famous hospitality and reward program, Holiday Inn and Marriott are in direct rivalry.
- ✚ Westin Hotel- A premium hotel brand that is also a part of Marriott International, Westin caters to the wellness needs of its visitors. Westin competes with Holiday Inn for the high-end market sector thanks to its focus on wellness, elegant facilities, and first-rate services.
- ✚ Le Méridien- A premium hotel brand within the Marriott International portfolio, Le Méridien is renowned for its elegant design and distinctive guest experiences. Le Méridien competes with Holiday Inn for wealthy and discriminating travellers with hotels in Dhaka and other major cities.



- ✚ Four Points by Sheraton- Four Points by Sheraton, a brand that falls under the Marriott umbrella, caters to both business and leisure travelers looking for convenience and comfort. Its convenient locations and modern design immediately compete with Holiday Inn for mid-range travelers.
- ✚ Amari Dhaka- Amari Dhaka is a luxurious hotel with a Thai-inspired design that combines contemporary luxury with old-world charm. Amari Dhaka competes with Holiday Inn for travelers seeking an original and elegant experience because of its distinctive services and convenient location.
- ✚ Pan Pacific Sonargaon Dhaka- A well-known independent hotel in Bangladesh, Pan Pacific Sonargaon Dhaka is renowned for its opulent amenities and kind service. It competes directly with Holiday Inn by luring both business and leisure travelers as a reputable neighborhood rival (Biswas et al., 2020).
- ✚ Lakeshore Hotel- There are both short-term and long-term accommodations available at this independent hotel in Dhaka. It positions itself as a rival to Holiday Inn for travelers seeking cozy and practical accommodations by providing contemporary conveniences, roomy quarters, and eating choices.

Holiday Inn Bangladesh sets itself apart in this cutthroat market because of its well-known global brand, dependable level of customer care, and advantageous locations. Holiday Inn seeks to keep its competitive advantage in Bangladesh's hospitality sector by constantly innovating and adjusting to the changing demands of travelers.

Indirect competition

Holiday Inn Bangladesh faces indirect competition from businesses that might not be typical hotel chains but nonetheless offer different lodging alternatives or services that might be interesting to comparable target customers. These rivals make Holiday Inn compete with them in a less formal way by satisfying travellers' requirements in different ways. Let's take a look at some of the major rivals in the above market:

- ✚ Airbnb rentals Anyone from anywhere in the world can use Airbnb to house tourists in their homes, residences, or extra rooms. People on vacation who would rather stay in a neighborhood than an inn are drawn to it because they can have a more personalized and unique experience. Those who want to stay can do so at an Airbnb because it has many cheap rooms compared to a regular hotel such as a Holiday Inn.
- ✚ Serviced apartments- Serviced flats offer accommodations for long-term stays that

include hotel-style services, including cleaning, laundry rooms, and fully functional kitchens. Business travelers, families, and people looking for extra room and flexibility during their stay may all take advantage of these apartments. Serviced apartments may be an excellent substitute for hotel rooms for visitors needing a more extended stay, putting Holiday Inn in indirect competition.

- ✚ Online travel agencies- Online travel agencies (OTAs) like Booking.com, Expedia, and Agoda serve as a middleman between hotels and tourists. They provide a variety of lodging choices, such as hotels, hostels, and rental homes. Through the promotion of several accommodation options, OTAs inadvertently compete with independent hotel brands like Holiday Inn by giving customers a variety of options and alluring discounts.
- ✚ Guesthouses- Travelers looking for affordable lodging may choose from a variety of simple and affordable rooms at budget hotels and guesthouses. These businesses appeal to budget-conscious visitors who are ready to forgo deluxe facilities in return for more affordable prices. Budget hotels have the potential to draw customers with tight budgets as an alternative to mid-range lodgings like Holiday Inn.
- ✚ Vacation rentals- Other vacation rental websites, such as Vrbo (Vacation Rentals by Owner), allow travelers to communicate directly with property owners in addition to Airbnb. Holiday Inn's offers may face some indirect competition from vacation rentals like luxury villas, cabins, or cottages that appeal to families or groups looking for quiet retreats (Horaire & Devi, 2021).

Therefore, Holiday Inn Bangladesh can combat indirect competition by highlighting its distinct benefits, such as the constancy and dependability of a reputable hotel brand, reward programs, and specialized services suited to both business and leisure travelers. In order to maintain its position as a contender, it may also look at forming alliances with OTA platforms and provide longer-term visitors with more flexible extended-stay choices.

Marketing and its issues

This case study examines the marketing difficulties that the well-known hotel brand Holiday Inn Bangladesh encountered and the solutions used to address those difficulties. The hotel works to market itself to a wide range of people, keep its website up to date, and make the most money as it can in an extremely competitive marketplace where demand fluctuates with the seasons. As it seeks to keep the market there growing and competitive, Holiday Inn Bangladesh, a big player in the international hotel business, has had some trouble with marketing. It talks in great depth about these issues and the smart marketing choices Holiday Inn Bangladesh made to handle them in this case study. One of its biggest problems is getting people to know its brand and see

how it is different. In Bangladesh, the Holiday Inn Bangladesh wants to get more people to know about its business in order to stand out from both direct and indirect competitors. The company's marketing is having a hard time with this. However, the hotel has to deal with tough competition from large hotel groups across the country and around the world. The hotel has understood the need to utilize effective marketing strategies that highlight its distinctive selling characteristics, like constant quality, great service, and advantageous locations, in order to attract a varied clientele made up of both local and foreign guests. Holiday Inn Bangladesh has put in place a complex brand differentiation approach to address this issue. This entails emphasizing its standout qualities using a variety of marketing channels, including online forums and social media. The hotel hopes to attract guests by presenting its inviting accommodations, first-rate services, and convenient locations. Another problem is online presence, and reputation management. Any hospitality business must have a strong web presence in the digital age Kabeer, & et.al, (2020). The need of having a robust online presence across a variety of channels, such as social media, review sites, and travel booking websites is acknowledged by Holiday Inn Bangladesh. Effective reputation management is also essential to immediately resolve customer complaints and reviews since negative internet material can harm the hotel's reputation and future bookings. One more issue that has been there is Targeting, and segmentation the market, Bangladesh welcomes a wide variety of visitors, including expats, vacationers, and business travelers. It might be difficult to target and segment these markets effectively. Holiday Inn Bangladesh is aware of the necessity to develop specialized marketing initiatives and promotions to speak to the particular needs and preferences of each group. Seasonal demand, and revenue management is another issue that is disturbing the flow, Due to seasonal travel patterns and events, Holiday Inn Bangladesh sees swings in demand like many other hotels do. Effective revenue management strategies must be used to maximize occupancy and revenue both during peak and off-peak seasons.



Figure- Brand differentiation Source: Google

General issues faced by the hotel

An example of a small occurrence

Around the Holiday Inn Bangladesh, people were getting ready for a busy day as the sun came up over the busy streets of Dhaka. Still, there was a worrying trend: more and more bad online reviews were talking about cleanliness problems. Guests were mad that the beds were dirty and the room wasn't cleaned well. As a result, occupancy rates had fallen, and the hotel's reputation had been damaged. Regaining customer confidence and enhancing the guest experience was challenging for the marketing team. The hotel's internet profile needs to be updated with gratifying guest reviews, a fix for the cleaning issues, and strict quality control. Holiday Inn could regain its image and guarantee each visitor an enjoyable stay by making investments in extensive training for cleaning employees, doing routine room inspections, and establishing a focused internet reputation management campaign.

As a major participant in the hospitality sector, Holiday Inn Bangladesh strives to maintain and enhance the quality of its services in order to satisfy the rising expectations of its customers. This case study examines two key components of attaining this goal: improving the infrastructure and facilities and educating the human resources. **Infrastructure and facilities, Background:** The Holiday Inn Bangladesh understands how crucial it is to give each of its visitors a first-rate experience. This experience includes not only first-rate customer service but also the actual setting in where visitors stay and eat. **Challenges:** Any establishment eventually experiences wear and tear on a natural basis. To ensure that they meet or exceed customers' expectations, furnishings in guest rooms and eating spaces, fitness centers, and meeting rooms may need frequent upkeep and updates. **strategy:** Holiday Inn Bangladesh has put in place a pro-active plan to make sure that all of its visitors have a pleasant and enjoyable stay. They place a high priority on maintaining and improving its infrastructure and amenities on a regular basis. This includes regular changes to public places, updated furniture in rooms, and timely restorations. **Results:** By making infrastructural and facility improvements, Holiday Inn Bangladesh regularly provides guests with a high-quality experience Monolina, et.al, (2022). This dedication not only satisfies customer expectations but frequently surpasses them, resulting in favorable evaluations and recurring business.

Human resource training, Background: The knowledge and enthusiasm of its personnel are crucial to the hospitality sector. Holiday Inn Bangladesh may find it difficult to maintain and draw in top employees in a competitive labour environment. **Challenges:** Having a highly skilled and

motivated personnel is crucial for delivering great service and guaranteeing customer happiness. However, efforts to keep a reliable and competent team might be hampered by the industry's high turnover rate. plan: Holiday Inn Bangladesh has put into place a successful plan after realizing the importance of human resources. They frequently provide their staff with opportunities for training and development. This covers continuous skill development programmes as well as initial onboarding training. Results: Holiday Inn Bangladesh has developed a knowledgeable and enthused workforce as a result of its dedication to employee training and development. This raises the degree of service quality while also increasing customer happiness. Holiday Inn Bangladesh has been able to continuously deliver a high level of service quality because to their proactive approach to infrastructure and facility upgrades and dedication to the training and development of its human resources.

This case study demonstrates how these tactics have aided the hotel in going above and beyond for its guests, keeping a talented workforce, and maintaining its competitiveness in hospitality management.

General issues faced by the hotel

The following are some general issues that are faced by the cited hotel chain.

- ✚ Infrastructure and facilities- A high quality of facilities and infrastructure must be promised by every hotel. The furnishings in the rooms and eating areas, the fitness facilities, and the conference rooms all require regular repair and enhancement. This makes it easier to live up to visitors' expectations and provides them with a relaxing and delightful stay.
- ✚ Human resources and training- The hospitality sector largely depends on knowledgeable and enthusiastic employees. Holiday Inn Bangladesh may encounter a general issue in attracting and keeping talented workers in a competitive job market. In order to maintain a good level of service and satisfy customers, employers must regularly offer training and development opportunities for their staff (Hasan et al., 2019).



In order to address these marketing-related and general difficulties, a well-rounded strategy that includes efficient marketing tactics, ongoing service quality improvement, and a strong focus on customer happiness will be necessary. The hotel industry in Bangladesh is very competitive, but Holiday Inn Bangladesh can stay strong by using its well-known global brand, connecting with customers on digital channels, and giving

them unique experiences. This company will become an even better choice for tourists in Bangladesh after spending money on teaching employees and improving facilities.

Marketing theories related to the issues

The case study of the report will discuss about the different marketing concepts in more depth in relation to the issues that were brought up above. In other words, the first theory is about **Targeting, Positioning, and Market Segmentation** the market into groups. As a part of the Holiday Inn Bangladesh's advertising strategy, this case study looks at branding, market segmentation, and setting goals. The hotel is trying to meet the wants of a wide range of clients by using these strategies to help people remember and like its **Brand Recognition** (Hatipoglu et al., 2023). It's important for a hotel marketing plan to **Targeting**, put, and divide the market into groups. It looks at how Holiday Inn Bangladesh used these methods to make its brand more well-known and its properties stand out, which gave it a competitive advantage in the local hotel business (Czinkota et al., 2021). **Market segmentation** is the process of focusing on customers by dividing them into groups based on comparable wants, needs, and characteristics. People who stayed at Holiday Inn Bangladesh knew it was essential to get to know them and find different types of people all over the country. In marketing, choose groups of consumers who will benefit from the services provided by the hotel and be the most interested in its facilities. The Holiday Inn Bangladesh had to pick wisely which groups of customers to focus on based on the way their services would fit with those groups. As a hotel owner, want to make a good first impression on people who might want to stay there. Holiday Inn Bangladesh recognised it had to be different and appealing in an industry with a lot of other firms. The **Marketing mix theory** is another theory that fits this problem. The marketing mix idea is looked at in this case study, along with the significance it is for Holiday Inn Bangladesh to maintain up its good name and online presence. The hotel requires to become more well-known online and meet the requirements of the local market by carefully balancing goods, price, marketing, and location. This case study uses the marketing mix to look at how the Holiday Inn Bangladesh takes care of its internet image and influence. It's important to have a strong **Online presence, and reputation management**. The Holiday Inn Bangladesh recognizes how essential it is to do this in this day and age. It is planned that the marketing staff at the hotel will use each component of the marketing mix to solve these problems. A big part of the finished product plan is ensuring the service and rooms stay at the same high level. To get good reviews and happy customers, Holiday Inn Bangladesh spends funds on updating the rooms, making the accommodations more comfy, and making sure that each guest has a unique stay. To get guests to make reservation directly with the hotel, they offer better deals and use

risky pricing tactics. It could, for instance, reduce rates for people who book early or give discounts to particular types of guests. The marketing team makes interesting posts for their website, social media pages, and review sites as a component of their strategy to get more people to look at the hotel online. Additionally, customized web ads are used to highlight what makes the hotel special and attract potential guests (Rahman, et.al. 2021). In the end, Holiday Inn Bangladesh works with online travel providers (OTAs) to reach more people online and get more known. It gives free stuff to people who book straight through its online platform and loyalty programme to try to get them to do that.

The marketing strategy, which is comprised up of place, cost, advertising, and product, is very important to Holiday Inn Bangladesh's online image and presence. By making these changes, the hotel wants to boost its online reputation and get more visitors, while still meeting the requirements of the local market. This case study demonstrates the necessity it is to change the marketing strategy while keeping the general positioning of the brand the same in order to meet the needs of the local market. The 4Ps help people make choices about price, shipping routes, and making products better. Businesses can learn from the Holiday Inn Bangladesh case study the way to use the marketing mix wisely to manage their online image and publicity.

Some more navigations by Holiday Inn

The initial thing they did was investigate how it was placed, aimed, and split into markets. Holiday Inn Bangladesh is said to have learned the significance it is to know all of its customers in this way. As the story goes on, it carefully explains how the hotel makes strategic decisions. It focuses on the necessity it is to match consumer groups with the hotel's items in order to build brand recognition and stand out in the regional hospitality industry.

The Holiday Inn Bangladesh is investing money on better rooms, new services, and making sure that each guest has a unique experience, as shown in the product plan. This is a nice way to stress how important these things are for getting good reviews and satisfied customers. To get guests to book directly with the accommodation, they offer low prices and extra services that make the stay more enjoyable, like discounts for early booking and packages made just for certain types of visitors. The way prices are set doesn't directly refer to theory.

The tale skillfully incorporates the promotion approach, highlighting the strategic endeavours of the hotel's marketing team. In order to draw in potential clients, it is suggested that engaging content production for the website, social media platforms, and review websites be combined with tailored web advertising campaigns. Through these initiatives, the hotel's distinctive selling propositions are highlighted without explicitly citing particular advertising theories.

Finally, with Holiday Inn Bangladesh working with online travel agents (OTAs) to expand its online

reach, the place strategy is highlighted as a crucial component of the marketing mix. The hotel offers special benefits to direct bookers and simultaneously promotes direct bookings through its website and loyalty program. The 4Ps paradigm quietly incorporates the significance of price strategies, product enhancements, and distribution networks.

Marketing models

Frameworks or conceptual tools called marketing models are used by firms to comprehend and evaluate many parts of their marketing initiatives. Making educated judgments, seeing opportunities, and resolving marketing problems are all made easier with the aid of these models. To enhance marketing tactics and accomplish corporate goals, marketing models offer insightful advice. Therefore, the following are the marketing models that can be used by the cited hotel chain for attaining a proper structure. The first one is **customer journey mapping** in this business, especially hotels like Holiday Inn, utilize customer journey mapping as a strategic tool to comprehend and improve the complete customer experience, from first contact through interactions after the sale. It entails graphically illustrating the many interactions and touchpoints that guests experience with the hotel throughout their stay. Customer journey mapping is beneficial to the Holiday Inn Hotel in a number of ways. First of all, it gives the hotel insightful knowledge about the wants, preferences, and pain points of consumers at every step of their relationship with the brand. The hotel may customize its marketing initiatives to meet and surpass client expectations by comprehending their feelings and expectations. Second, customer journey mapping aids in pinpointing places where the customer experience may be improved Langston, (2021). To increase general client happiness and loyalty, the hotel might attempt to address any issues or sources of displeasure. The map also enables the hotel to see possibilities to provide visitors with really unforgettable experiences. Holiday Inn can forge closer ties with clients and encourage brand loyalty by including personalized touches, anticipating their requirements, and providing excellent service. Last but not least, consumer journey strategy helps a hotel make sure that its business fits with how the customer chooses it to do. Customers can get useful information and benefits from the hotel at every step of the way. This will help them book a room and make them more likely to come back. Customer journey mapping helps Holiday Inn improve its marketing by letting it know how customers really feel, improving the experience better, and left long-lasting impressions that make customers loyal and, in the end, help the hotel's business succeed. Moreover, the second one is, Ansoff matrix according to the Ansoff Matrix, a strategic marketing tool developed by Igor Ansoff, this system consists of four growth strategies. The Holiday Inn Hotel is an established hotel brand that's always looking for new ways to grow and improve. As part of this case study, the hotel is looked at four potential ways it could grow: market expansion, expansion of the market, creation of products, and diversification. "Market

penetration" means trying to get more individuals to buy products and services that are already out there. There's a chance that Holiday Inn Hotel could do this by offering loyalty schemes, strong marketing, and special deals. The primary objective is to get more orders from the tourists and business travellers that the hotel already has as guests. The market's growth, creating a market means selling old goods in new ones (Roy, Burchell, and Cook, 2023). This plan could mean that Holiday Inn Hotel goes into marketplaces that aren't fully grown yet or opens up shop in new areas of Bangladesh or even in countries that are close by. The hotel wants to get more customers and reach out to new types of people. Product development is the process of giving people who previously buy things new goods or services. This could help the Holiday Inn Hotel get more guests and keep the ones that they already have satisfied. Customers' wants and needs may change over time, so this could mean having new services, giving them more lodging options, or having special events. To diversify, you need to offer additional products or services to customers, both present and potential. So that they can make more money, businesses do this. The Holiday Inn Hotel could try adding fresh services, room types, or events to get more people to stay there. The goal of this plan is to get more customers and keep the ones you already have happy and loyal. The Holiday Inn Hotel could use the Ansoff Matrix as a tool to make the best use of its resources, plan for long-term growth, and create a well-balanced marketing strategy. In the fast-paced hotel business, this would help it stay ahead of the competition. It gives the hotel a structured way to look for new ways to grow and adapt its marketing methods to fit.

Rise of the hotel

There were many important things that led to the growth of Holiday Inn Bangladesh. One of the most important was marketing. The hotel used its well-known name for friendly and excellent service to cleverly set itself up as an international luxurious company when it first came to Bangladesh. People from all over the world were interested in the hotel because targeted marketing helped people know about the company and get excited about its launch. With smart marketing, the Holiday Inn Bangladesh responded to all the different kinds of people in the country. To fit the Bangladesh market, it modified its advertising strategy to incorporate both international standards and customized services that were made to fit clients' needs. It was easy for business travellers to find what they needed, and the hotel went above and beyond for pleasure travellers who just wanted a nice place to stay. A lot of the hotel's marketing also focused on stressing. Overall, Holiday Inn Bangladesh's success was due to a carefully planned marketing plan that clearly explained the value it offered to the right people, built a strong brand identity, and set itself apart from rivals. The things that make it stand out are its great location, modern buildings, and excellent customer service. People who were satisfied with the product

gave it good reviews and spread the word, which made it even more appealing to the market. In addition to old-fashioned advertising, Holiday Inn Bangladesh began using online advertising to reach more people (Dey et al., 2022). Online ticket agents and social media were used to reach people who might be interested in visiting, offer deals, and show off all of its services and facilities. The hotel's dedication to exceeding guests' expectations and consistently enhancing its offerings due to guest feedback helped it further solidify its place in Bangladesh's cutthroat hospitality market.

Open question

1. Considering the changing traveler preferences, how should Holiday Inn adapt its services and amenities in Bangladesh to meet the demands of today's guests? What would you prioritize?
2. Given the emergence of disruptive technologies and online booking platforms, how can Holiday Inn harness digital innovation to outperform competitors in Bangladesh? What specific digital strategies would you recommend?

Conclusion

The above report highlights that marketing has dramatically aided the chosen hotel's phenomenal rise. The hotel has effectively positioned itself in the cutthroat market through strategic and creative marketing initiatives, building a solid brand identity, and raising awareness among its target demographic. The hotel has adjusted its offers and communication to resonate with its customers by comprehending their requirements and preferences, fostering customer loyalty and good word-of-mouth. The hotel has effectively conveyed its distinctive value offer by utilizing conventional and digital marketing channels, luring an increasing number of pleased clients and establishing itself as a significant player in the sector.

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Teaching Notes

For the case study of-

“Overcoming marketing hurdles: A case study on Holiday Inn Bangladesh’s Strategic Endeavors”

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Case Summary

Holiday Inn Bangladesh, a big hotel company, was having a hard time with its image because of more bad online reviews that pointed out dirty rooms. Besides, the hotel's management did a few things on purpose. For example, they trained the cleaning staff a lot, checked the rooms often, and focused on controlling the hotel's online reputation. Furthermore, there was a steady but slow change, and guests liked how the hotels were better and nicer because of all the hard work. Not only did the hotel's deliberate commitment to excellence fix the problem, it also made its image better. On another hand, this shows how important it is to be proactive in dealing with problems and making the general tourist experience better. You can learn a lot from the Holiday Inn Bangladesh case study. Furthermore, without directly focusing on academic ideas, the story pushes students to think about the situation on their own using a number of different strategy theories. Based on the suggestions given, students are told to find connections between the different parts of the story. Additionally, they should then use what they've learned about marketing theories and strategic analysis tools to solve real-world business problems.

Learning Objectives

- Recognize how negative internet reviews affect a hotel's standing and bookings.
- Examine how important it is to implement strategic marketing activities to meet client problems.
- To develop and the implement the quality control processes, such as personnel training and periodical inspections.
- To examine the ways in which online reputation management contributes to the maintenance and enhancement of a favourable online reputation.
- Acquire an understanding of the importance of customer satisfaction and its impact on a brand's long-term performance.
- Recognize the importance of innovation and flexibility in the cutthroat hospitality sector.

Target Audience

The people and professionals in the hospitality sector, marketing and brand management experts, students pursuing business and marketing degrees, and anybody else interested in learning how strategic initiatives can be used to address reputation challenges in a competitive market are the target audience for this case study. In particular:

- Professionals in the hospitality sector include marketing executives, hotel managers, and employees responsible for quality control and customer service.
- Professionals in marketing and brand management: Those who are curious about how marketing tactics affect a company's reputation and level of customer satisfaction.
- Students studying business, marketing, or hotel management who are looking for real world advice on how to get beyond obstacles in the field.
- General Audience: Individuals interested in examining real-life examples of organisations successfully managing reputation issues and implementing strategic recovery strategies.

Suggested Answers to Discussion Questions

1. Considering the changing traveler preferences, how should Holiday Inn adapt its services and amenities in Bangladesh to meet the demands of today's guests? What would you prioritize?

In order to accommodate contemporary travellers' changing demands, Holiday Inn Bangladesh ought to proactively modify its facilities and services. In order to maintain and improve the hotel's appeal, it is critical to understand the dynamic requirements of modern clientele and the constantly evolving tourism sector (Kolarova et al., 2019). The adaptation procedure ought to take into account numerous critical factors.

Technology integration and personalisation: Tailored experiences impress contemporary travellers more. Several facets of the guest experience, including in-room amenities and welcome messages, can be personalised by Holiday Inn Bangladesh through the use of technology. By using IoT devices and smartphone apps, smart room technologies can improve guest control over the entertainment, services, and room settings, resulting in a more personalized and smooth stay.

Wellness and Sustainability Initiatives: Integrating eco-friendly techniques with wellness services

is crucial, since there is an increasing emphasis on sustainability and health. Holiday Inn has the ability to provide priority to amenities like wellness centers, yoga studios, and fitness centers. Furthermore, adopting sustainable practices—like trash minimization, energy-efficient systems, and locally produced goods—aligns with the preferences of environmentally concerned travelers and enhances a company's reputation (Abdullah, et al., 2021).

Flexible Spaces for Remote Work: Travel habits have changed as remote work has become more common. In order to accommodate visitors who could mix business travel with remote work, Holiday Inn can adjust by establishing flexible spaces within the hotel. Establishing co-working spaces with comfy desks and fast internet can draw in a new clientele of visitors looking for amenities for both business and pleasure.

Culinary Diversity and Local Experiences: Travelers today frequently place a high value on unique and varied gastronomic experiences. In order to accommodate a range of dietary requirements, Holiday Inn Bangladesh can improve its dining offerings by adding a number of local and foreign cuisines. A unique and unforgettable eating experience can be offered to visitors through partnerships with regional chefs or culinary events, which will increase overall guest satisfaction.

Engagement with social media and Influencers: Holiday Inn can place a higher priority on interacting with tourists on social media sites like Instagram, Twitter, and travel blogs because of their considerable influence. Working together with travel influencers may generate excitement about the hotel's products, highlight its special qualities, and draw in more guests. Enhanced

Safety and Hygiene Protocols: In the post-pandemic period, travelers' top priorities should be safety and cleanliness. Prioritizing and communicating strict cleaning procedures can help Holiday Inn reassure guests about their well-being (Rogerson, and Rogerson, 2021). Investing in cutting-edge cleaning techniques and technologies can boost visitor safety and establish the hotel as a leader in the industry.

Overall, responding to evolving traveler preferences necessitates a comprehensive strategy that incorporates innovation in technology, sustainability, adaptability, and engagement tactics. By placing a high priority on these essential components, Holiday Inn Bangladesh will be able to consistently succeed in the cutthroat hospitality industry and not only meet but beyond the expectations of today's discerning travelers.

2. Given the emergence of disruptive technologies and online booking platforms, how can Holiday Inn harness digital innovation to outperform competitors in Bangladesh? What specific digital strategies would you recommend?

In the age of cutting-edge technology and online reservation systems, Holiday Inn Bangladesh may use digital innovation to beat rivals and improve the whole visitor experience. In a market where competition is fierce, maintaining an advantage requires putting certain digital strategies into practice (Lee, et al., 2020).

Seamless Online Booking Experience: It is critical to optimize the hotel's mobile app and website for an easy and seamless booking process. It would be wise for Holiday Inn to make an investment in responsive design so that prospective customers can simply browse, check out available rooms, and make reservations across a range of devices. Developing a secure and efficient online reservation system has the potential to increase customer satisfaction and attract technologically inclined visitors.

Data Analytics for Personalization: Examining data is important for learning what people like & what they do. However, technology-advanced data tools let Holiday Inn learn about how guests interact with the hotel, how they sign up, and reviews. Besides, customers will probably want to stay at the hotel again if they can get deals, services, & ideas that are tailored to their specific needs.

Virtual and Augmented Reality (VR/AR): By combining virtual reality & augmented reality, prospective customers have the opportunity to experience lifelike video tours of the hotel's rooms, amenities, and services. Furthermore, this feature lets you show a real taste of the housing, which helps guests make decisions and clears up any questions they may have (Buhalis et al., 2019). On another hand, one way that virtual reality can be used to improve participation and ease is in virtual butler services.

Chatbots for Customer Support: AI-powered robots could make the hotel's mobile app and website more user-friendly and improve customer service. Instant message replies, help with making reservations, and individual suggestions are all things that robots can do. This change not only makes customer service better, but it also makes the guests' experience better.

Social Media Marketing and Influencer Collaborations: Use the power of social media to get your message to more people. It's possible for Holiday Inn to create a strong social media marketing

plan that highlights the hotel's features, events, and special deals. The hotel can be seen more online by working with travel blogs and influencers to create interest and bring in potential guests.

Loyalty Programs with Digital Integration: Putting in place an online loyalty program helps promote recurring business. Through a mobile app, Holiday Inn may provide exclusive discounts, customized rewards, and digital point monitoring. This keeps customers loyal and gives useful information for improving marketing tactics (Albashtawi, and Al Bataineh, 2020).

Holiday Inn Bangladesh may differentiate itself in the competitive market by implementing these digital advancements deliberately and positioning itself as a tech-forward, guest-centric hotel. By embracing innovative technology, the hotel may become the chosen option for contemporary, tech-savvy tourists while also optimizing operational operations and improving the entire guest experience.

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