

Application of Innovative Marketing in Egyptian Five-Star Hotels: An Exploratory Study

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Abstract

The study aims to clarify the role that innovative marketing plays in improving the marketing performance of the service organization and the need for it as one of the sources of excellence, through innovation in the service, methods of pricing, how to distribute it, and means of promoting it, and we will shed light in this study on five-star hotels that seek to achieve excellence and leadership, and to innovate new services, satisfy the needs of its guests, and fulfill them from a marketing standpoint so that they can stay and continue in the competitive momentum witnessed in the hotel sector in Cairo. The study is based on a quantitative approach where a questionnaire was designed to collect data. The results showed that innovative marketing is critical to developing and accumulating the personal skills of innovative workers in the organization, as well as improving the quality of the services provided and enhancing the competitiveness of the enterprise. Finally, several recommendations were reached, including the need to pay attention to innovative marketing, create new market services and distinguish from competitors, and the need for heavy use of promotion elements to introduce hotel services and stimulate tourism.

Keywords: innovation, innovative marketing, performance improvement, hotel sector.

Introduction

The world has witnessed and continues to witness major and rapid changes and developments in all fields, especially the economic aspect, which has led institutions to face unprecedented challenges in a competitive business environment, with a variety of strategies, approaches, and methods for growth, development, and survival (Al Nasoor, 2014). In an environment where there are an unprecedented number of institutions, markets are shifting, technology is evolving, and products are rapidly becoming obsolete, all these factors have led contemporary institutions in their various disciplines to seek strategic entry points that will enable them to meet all these greetings (Kandil, 2010). Innovative marketing is gaining much attention in the new knowledge-based economy, which has been an exceptional activity not required by most departments and jobs in the organization for decades (Mohamed, 2011). With the continuous scientific progress, technological development, information revolution, increasing competition, the diversity of markets, and the needs and speed of their change, institutions are gradually realizing the importance of innovation and its role as a systematic activity in reaching new products, markets, technologies, and methods that achieve a competitive advantage (Kangalm, 2015).

If organizations want to embrace innovation in their activities, marketing is one of the areas that lead the process of change to ensure excellence and avoid the risk of competitors and the ability to adapt to contemporary developments and thus become innovative marketing is an urgent situation sought by many institutions (Alessandro & Vivarelli, 1999). In all of these cases, innovative marketing has become one of the most important sources of excellence and a measure of the organizations' good performance to grow, survive and continue in the market. Service organizations seeking to improve their marketing performance in the current era are witnessing a

shift from the model of traditional institutions to the model of innovative institutions. In the light of the above, the problem of the study appears and can be formulated as follows, innovative marketing affects the marketing performance indicators of the service organization, and identify innovative marketing and its importance for service institution. The objectives of the study are including highlighting the importance of innovative marketing in improving marketing performance, identifying the awareness extent among decision-makers in institutions and facilitators of the feasibility of innovation in marketing in general and its importance in the field of services, and measuring the effectiveness of the applied innovative marketing mechanisms.

The study hypotheses:

1. There is a statistically significant relationship between the extent of marketing managers' awareness of the concept of innovative marketing and its application within hotels.
2. There are statistically significant differences between five-star hotels and four-star hotels in the application of the concept of innovative marketing.
3. There are statistically significant differences between five-star hotels and four-star hotels in their perception of the concept of innovative marketing.

Definition of innovative marketing

Innovative marketing is intended to put new and non-traditional ideas into practice in marketing practices and can be considered successful exploitation of ideas, and Innovative marketing may be focused on the product element (commodity or service), price element, distribution element, promotion element, or all these elements at the same time (Gilligan & Wilson, 2003). Innovative marketing means putting new or unconventional ideas into actual application in marketing practices (Curtis et al, 2006). The ability to offer the largest possible number of new products at a faster speed compared to competitors, to achieve an increase in the market share (Hill& Jones, 2001, 224). The most important areas of innovative marketing are as follows:

Product Innovation:

Kotler (2001) shows that the product is anything that can be introduced to the market for consumption, use, possession, consumption, or to satisfy a particular need or desire, in which way it contains all tangible and intangible elements, people, places, organizations, and ideas. It also shows that the product is a unit characterized by a range of characteristics such as size, price, physical appearance, color, taste, and others. Innovation in products plays a key role in product management, to obtain new products for the market, making modifications or additions to the current product, or improving it in a way that makes it different from other products (Kotler, 2001).

Price innovation:

Price innovation is an important entry point for achieving marketing excellence among businesses and enabling them to create a competitive advantage, yet such innovation has not received the attention it deserves from writers, practitioners, and researchers in marketing, compared to other areas of innovation in the marketing mix, here are some examples (Tidd, 1997): The consumer sets the price of the product himself, pricing is based on unit price, package pricing, peak pricing and off-peak pricing, and psychological pricing.

Innovation in Promotion

Kotler (2006) sees promotion as an activity within the framework of marketing efforts and involves a communication process convincing me; I later acknowledged the great difficulty of defining the concept of promotion. The price of the item, the level of quality, the service, the distinctive brand, and the characteristics of the commodity all constitute promotional content through which purchasing behavior can be solicited. For example, innovation in advertising: Successful advertising is an innovation, the more innovative the ad is, the more the ad campaign can build a mental image good for the enterprise and creates preference among consumers, there are some observations you should consider in innovative advertising (Kotler, 2001): choose the declaration before circulating its use, arouse the curiosity and excitement of the viewer to experiment with the goods or service, no compromise to competitors, use a kind of humor and amusement during the show.

Distribution innovation

The marketing literature indicates that the concept of the distribution channel includes how the commodity travels, during its flow from the producer to the consumer, and that channel includes the delivery of the commodity at the right time to the right customer, and in the right quantity (Sok et al, 2015).

Types of innovative marketing

Innovative marketing can be divided into types by using several foundations like; the type of product, the type of organization that innovates, its goal, and the target customer of Innovation. The following is a brief overview of the types or classifications of innovation according to each of these principles:

A- Classification according to product type:

Innovative marketing can be in the field of goods or services, in the field of organizations, in the field of people, or the field of ideas, as the product can be a commodity/service/organization/person/idea, according to the expanded concept of marketing, undoubtedly, the primary goal of innovative marketing and the form it takes can be greatly influenced by the type of product it is focused on (Kangalm, 2015).

B- Classification according to the type of organization:

Innovative marketing can be divided according to the type of organization that innovates and its primary goal, innovative marketing may be in a profit-oriented organization or a non-profit organization, and it can be divided according to the basic activity of the organization into an industrial organization, a commercial organization, a service organization, the innovative marketing that is suitable for a particular industrial organization, for example, may not be suitable for another type of organization (a service organization - for example), and vice versa (Lukas & Ferrell, 2000).

C - Classification according to the goal of innovative marketing:

It can be divided into innovative marketing aimed at solving a specific problem faced by the facility or facing an undesirable phenomenon that the facility suffers from, such as deteriorating sales, and innovation may be aimed at improving and improving performance, and therefore innovative marketing in the first case is a reaction, while it is in the case (Lukas & Ferrell, 2000).

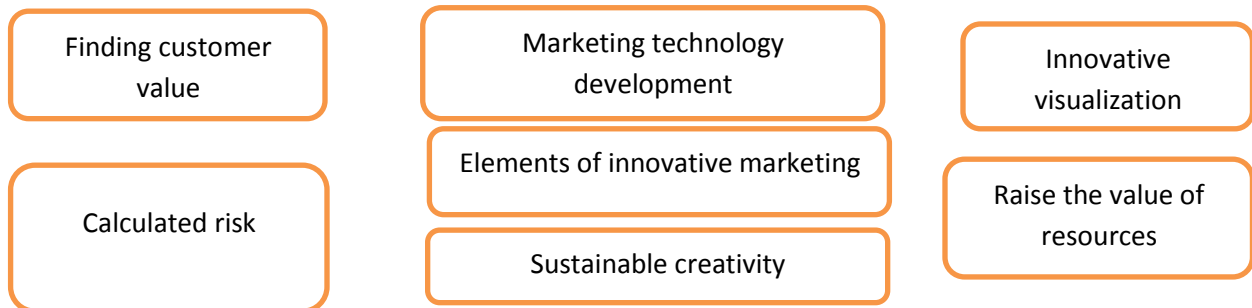
An organization may combine two types of innovative marketing if it deals in more than one product and/or more than one market and/or performs more than one activity in which it encounters problems, while it desires a continuous improvement in performance in others, the second type of innovative marketing can be viewed according to this division as a preventive activity from facing problems or undesirable phenomena; although it does not necessarily guarantee that they will not occur, as it reduces the possibilities of their occurrence (Michael, 2005).

D- Classification according to the customer

Innovative marketing can be divided according to the target customer into innovative marketing directed at end consumers (individuals), and innovative marketing directed at industrial buyers (organizations) (Johannessen et al, 2001). Usually, innovative marketing directed at the final consumer depends more on the stimulation of emotional (non-rational) motives than on the stimulation of rational (rational) motives, and vice versa for innovative marketing directed at industrial buyers (Hauser et al, 2005). Based on a review of the different types, divisions, or classifications of innovative marketing, an important conclusion can be reached, which is that innovative marketing in its essence is not limited to only the product component of the marketing mix, but rather extends to other elements and that it can take place in any type of product, and some type of organization, in dealing with final consumers or industrial buyers (Hanvanach et al, 2003).

Elements of innovative marketing

Innovative marketing consists of the following six elements (Morris & Laforge, 2003):



We will confine our study to four components (raising the value of resources, developing marketing technology, sustainable innovation, and calculated risk) for the following reasons: because these elements represent the reality of innovative marketing in the researched field and because these elements are in harmony with the marketing nature of the development in the modern world.

Raising the value of resources

Business organizations that adopt innovative marketing processes will not only have an opportunity to choose their external environment but will also have an opportunity to choose their internal environment (Good & Stone, 2000). The process of raising the value of resources means the process carried out by the organizations that follow the innovative marketing processes according to their resources for analysis and ascertaining the resources that these

organizations need, identifying those resources that are required by the organization, and raising their value (Mahajan& Venkatesh, 2000). Raising the value of resources is the starting point for the integration process of resources, which is related to the success or failure of the organization's resources and the formation of the ability to integrate these resources (Jun & Cai, 2001).

The development of marketing technology

Technological development is a fundamental pillar of the development of societies and has greatly and effectively affected the development of marketing strategies on both theoretical and practical sides (Krueger, 2007). Hence, the importance of studying the impact of technological development on the formation of the formal structure in the field of marketing appears, and the science concerned with the process of systematic application of research and theories and the employment of human and other elements in a specific field to address problems, design and develop appropriate scientific solutions to them, use them and evaluate them to achieve specific goals (Backman et Al, 2017). Technological development is considered one of the biggest driving forces of competition with its management, as it plays a role in change, achieving success for business organizations, and creating new sectors.

Sustainable creativity

Sustainable innovation promotes the development of innovation-oriented sustainability, and these methods should address the following two steps (Chang et al, 2011): First, it should work to identify the area of focus and issues in which to analyze potential sustainability outcomes. Second, it should work to clarify and define sustainability outcomes that have.

Calculated Risk

Risk is one of the most important features of individuals who seek creativity and innovation in their field of work, because it is logical that experimenting with new things and innovative methods of work requires making quick, decisive, and unprecedented decisions that are not interspersed with risk, taking it only for that type of individual who has a risk-taking spirit at work (Chen et al, 2017).

Innovative marketing requirements

Adopting and implementing innovative marketing in the organization is not an easy matter, as several requirements must be met in the organization, and these requirements can be divided into administrative and organizational requirements, information requirements, feasibility requirements, and various other requirements, and the following figure shows the requirements of innovative marketing (Hertog, 2010):



Stages of innovative marketing

Innovative marketing should be seen as a process and not an act or action, and it follows from this view that innovative marketing goes through stages like any innovation process in another field (Enz et al, 2008). Innovative marketing is usually defined as a process with different stages that begins with the creation of the idea, then its implementation, and then spread, for example, we find that the stages of product innovation differ from the stages of creating a new pricing method or advertisement, and therefore there are common phases between the various areas of innovative marketing (Fagerberg et al, 2009). The search for ideas stage, sifting and filtering ideas, evaluation of innovative ideas, innovation test (idea), application of innovation, evaluation of application results.

The importance of innovative marketing

There is disagreement about the importance of innovative marketing, whether for the organizations that use it, the customers who benefit from it, or society in general. For organizations that use innovative marketing, it can achieve a competitive advantage by distinguishing themselves from competitors; enhancing their mental image, enhance reputation (Dzhandzhugazova, 2013). The reader is aware of the positive results that can result from the existence of such an advantage for the organization, represented in maintaining and/or increasing its market share, increasing its sales and profits, and the possibility of reaching the leadership position in the market and reaping the benefits of this leadership, and earning New Clients, and Maintaining Existing Clients (Dzhandzhugazova, 2013). Of course, the more innovative marketing can find a competitive advantage and preserve it for the longest possible time, and the more desired benefits can be reaped from this type of marketing for a longer period. The lesson is not to find a competitive advantage, but rather to preserve it for the longest possible period (Dzhandzhugazova, 2015). In fact, in many cases, innovative marketing was the difference between the success and failure of business organizations (Dzhandzhugazova et al, 2016). For clients - whether organizations or individuals - innovative marketing can bring those many benefits that may take the form of satisfying their needs, better satisfying current needs, saving costs, or similar benefits (Orlova, 2014). The benefits are reflected at the level of both the organizations that use innovative marketing and the customers to whom this type of marketing is directed to society in general, as it may contribute to increasing the national product - especially if it is applied in the field of international marketing, and raising the standard of living, which helps the state to achieve facing competition in the international market, and providing foreign currencies that developing countries in particular need (Orlova, 2016).

Negative effects of innovative marketing

Despite the importance of the innovation marketing mentioned above, the issue arises of whether it produces negative or unwanted effects (Orekhov, 2014). According to Schumpeter (2007) innovative marketing, like any marketing-related activity, can produce such negative effects, so the most important negative effects of innovative marketing can be summed up in: High product costs, deceiving and misleading consumers, putting in place barriers in front of others that prevent them from entering the market.

Study method

The study depended on the quantitative method. The quantitative method is a scientific method that explains social phenomena through numerical data using a set of statistical methods. The

quantitative method is used in measuring social phenomena to evaluate, describe, and analyze them, in addition to making predictions about this phenomenon.

The measurement instruments

The study variables were measured based on previous studies to ensure data validity. The questionnaire consisted of four parts: First part: profile information, this part included (6) questions that included the demographic characteristics of the study sample members as follows: sex, lifetime, the job, scientific qualification, years of experience, hotel-grade. The second part: measuring the awareness of marketing managers in hotels with the concept of innovative marketing. This part includes (6) questions that measure the level of awareness of marketing managers in hotels with the concept of innovative marketing, and the researcher used the five-degree Likert scale to varying approval grades, with the number (1) expressing the greatest disapproval (strongly disagree), and number (5) expressing the greatest approval score (strongly agree). The third part: the extent of the application of innovative marketing. This part includes (27) questions that measure the extent of the application of innovative marketing, and the researcher used in answering those questions the five-degree Likert scale with different approval ratings, where the number (1) expresses the greatest disapproval (strongly disagree), and the number (5) expresses the highest approval score (strongly agree). The fourth part: the effectiveness of the application of innovative marketing. This part includes (11) questions that measure the effectiveness of the application of innovative marketing, and the researcher used in answering those questions the five-degree Likert scale with different approval ratings, where the number (1) expresses the greatest disapproval (strongly disagree), and the number (5) expresses the greatest approval score (strongly agree).

Population and sample

The study community consists of Marketing Manager and their assistants of five-star and Four-star hotels in Greater Cairo City, due to the large size of the study sample has selected a sample of purpose, a probability sample used in the field of studies of worker behavior, psychology and other social sciences characterized by easy access to members of the study community, but used under specific conditions, including working to include the sample study different categories reflecting the demographic variables of the study community. The sample was selected from 55 hotels with about 110 marketing manager and their assistants, the researcher distributed several 110 survey forms, and several (108) forms of the total number were retrieved and found 108 forms valid for statistical analysis, with a response rate of 98.1% as shown in table 1.

Table (1): Distribution of survey forms to sample vocabulary

Statement	Distribution	Return	Lost	Excluded	final	response rate
Number of forms	110	108	2	0	108	98.1%

Validity and Reliability

To ensure the validity of the study instrument, the questionnaire was presented to academics in hotel studies to find out its validity. Their opinions were largely in agreement with the questionnaire items. The reliability of the questionnaire was calculated by using Cronbach's alpha coefficient. Taber (2018) stated that Cronbach's alpha is a statistical test commonly used to

prove that the scales created to measure study variables are reliable and appropriate to their purpose. The results concluded that Cronbach's alpha coefficient for all variables was higher than 0.7, as shown in Table (2). Taber (2018) mentioned that Cronbach's alpha coefficient is acceptable if its value is 0.7 and higher.

Table (2): Cronbach's alpha for study variable

Variables	No. of items	The Cronbach's alpha
Innovative marketing awareness	6	0.901
Innovative marketing application	27	0.961
Innovation in the field of product and service	10	0.924
Innovation in the field of the price	6	0.816
Innovation in the field of promotion	7	0.871
Innovation in the field of distribution	4	0.823
Innovative marketing effectiveness	11	0.923
Innovation and customer satisfaction	5	0.883
Innovation and technology development	6	0.882

These results indicate good internal consistency and reliability of the questionnaire used in the study, so the questionnaire was distributed without any modifications.

Results and Discussions

Demographics and profile

The questionnaires used for this study included two sections concerning respondents' demographic characteristics and other relevant information. This information was useful in understanding the background of the respondents. Results of the respondent's demographics and profile are presented in Table (3).

Table (3): Results of respondents' demographics and profile

Item	Classes	Freq.	Percent %
1- Gender	1- Male	84	77.8
	2- Female	24	22.2
2- Age	1- Less than 30 year	84	77.8
	2- From 30:45 year	20	18.5
	3- More than 45 year	4	3.7
3- Job	1-Manager	56	51.9
	2-Assistant manager	52	48.1
4-Academic qualification	1- Bachelor	72	66.7
	2- Master	20	18.5
	3- PHD	16	14.8
5- Experience	1- Less than 3 years	52	48.1
	2- From 3 to 5 years	16	14.8
	3- More than 5 years	40	37.0
7- Hotel rating	1- Five-star hotels	57	60.0
	2- Four-star hotels	51	48.0

The data in the table (3) indicated that out of the 108 respondents, 84 of them (which represented 77.8% of the sample) were male and 24 of them (which represented 22.2% of the sample) were women. This result might reflect the high participation of males compared to females in the

hotels in the study. Males might be more motivated and willing for working in the hotels of the study. The data indicated that managers and their assistants who are younger than 30 years were 84 (77.8%), 20 (18.5%) belong to the 30-45 year category, and only 4 (3.7%) of the respondents were more than 40 years; this result might reflect that the most age segment was less than 30 years. The data also indicated that only 56 of the respondents (which represented 51.9% of the sample) were managers, and 52 of them (which represented 48.1% of the sample) were assistant managers. This result might reflect the high participation of managers compared to assistant managers in the hotels in the study. The table also indicated that only 16 (14.8%) of the respondents possess a Ph.D. degree, and 20 (18.5%) belong to a master's degree. The majority 72 (66.7%) have a bachelor's degree. The table also indicated that 52 (48.1%) were less than 3 years of experience, 16 (14.8%) were between 3 to 5 years of experience, and 40 (37.0%) were more than 5 years of experience. The table also indicated that 57 (60.0%) of respondents belonged to Five- star hotels and 51 (48.0%) belonged to Four-star hotels.

Table (4): Attitude towards the awareness of the concept of innovative marketing

No.	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	Managers have a good knowledge of the concept of innovative marketing and how to apply it.	3.52	1.037	7.4	7.4	22.2	51.9	11.1
2	Managers have knowledge of the innovative marketing requirements that must be met by the hotel to implement it	3.41	.876	7.4	0.0	40.7	48.1	3.7
3	Managers have sufficient knowledge of the different stages that innovative marketing goes through when applying it.	3.67	.820	3.7	3.7	22.2	63.0	7.4
4	Managers have sufficient knowledge of innovative marketing skills and ways to develop them.	3.52	.962	3.7	11.1	25.9	48.1	11.1
5	Managers have sufficient knowledge of the different areas of innovative marketing.	3.48	.881	3.7	7.4	33.3	48.1	7.4
6	Managers have sufficient knowledge of the results that will accrue to the hotel in the event of the application of innovative marketing	3.63	1.064	7.4	3.7	25.9	44.4	18.5

*1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

According to the results shown in table (4) concerning the statement “Managers have a good knowledge of the concept of innovative marketing and how to apply It.” The percentage of acceptance was 63% since 11.1% of the respondents strongly agreed and 51.9% reported agreeing. While 22.2% of the sample was marked neutral. The percentage of disagreement was 14.8% since 7.4% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.52 and the standard deviation was 1.037. This means that the respondents accepted the statement. This accorded with previous literature, which claimed that the researchers believed that if managers have a good knowledge of the concept of innovative marketing and innovative

marketing is effectively implemented, the employee becomes satisfied, and this positive behavior is transferred to the consumer during the interaction, and this will result in external customer satisfaction.

Concerning the statement “Managers know the innovative marketing requirements that must be met by the hotel to implement it” The percentage of acceptance was 51.8% since 3.7% of the respondents strongly agreed and 48.1% reported agreeing. While 40.7% of the sample was marked neutral. The percentage of disagreement was 7.4% since the respondents reported strongly disagreeing and no one marked disagree. The mean value was 3.41 and the standard deviation was 0.876. This means that the respondents accepted the statement.

Relating the statement “Managers have sufficient knowledge of the different stages that innovative marketing goes through when applying It.” The percentage of acceptance was 70.4% since 7.4% of the respondents strongly agreed and 63.0% reported agreeing. While 22.2% of the sample was marked neutral. The percentage of disagreement was 7.4% since 3.7% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.67 and the standard deviation was 0.820. This means that the respondents accepted the statement. This accorded with previous literature, which claimed that managers must have sufficient knowledge of the different stages that innovative marketing goes through to apply it effectively.

Regarding the statement “Managers have sufficient knowledge of innovative marketing skills and ways to develop them.” The percentage of acceptance was 59.2% since 11.1% of the respondents strongly agreed and 48.1% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 14.8% since 11.1% of the respondents disagreed and 3.7% strongly disagreed. The mean value was 3.52 and the standard deviation was 0.962. This means that the respondents accepted the statement. This accorded with previous literature which claimed that the main objective of the innovative marketing concept is to make employees the first market of the company.

Relating to the statement “Managers have sufficient knowledge of the different areas of innovative marketing.” The percentage of acceptance was 55.5% since 7.4% of the respondents strongly agreed and 48.1% reported agreeing. While 33.3% of the sample marked neutral. The percentage of disagreement was 11.1% since 3.7% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.48 and the standard deviation was 0.881. This means that the respondents accepted the statement.

Concerning the statement “Managers have sufficient knowledge of the results that will accrue to the hotel in the event of the application of innovative marketing” The percentage of acceptance was 62.9%, since 18.5% of the respondents strongly agreed and 44.4% reported agreed. While 25.9% of the sample was marked neutral. The percentage of disagreement was 11.1% since 7.4% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.63 and the standard deviation was 1.064. This means that the respondents accepted the statement.

Table (5): Respondents' attitude toward innovative marketing in the field of product, price, promotion, and distribution

No.	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	The hotel is always looking for new uses for its products and services.	4.15	.975	3.7	0.00	18.5	33.3	44.4

2	The hotel, from time to time, makes substantial changes to the product or service provided.	3.89	1.035	3.7	7.4	14.8	44.4	29.6
3	Changes are made to the hotel's products and services based on the feedback.	3.78	1.035	3.7	7.4	22.2	40.7	25.9
4	The ability to compete hotels to imitate your hotel's innovative products and services.	3.52	1.000	3.7	11.1	29.6	40.7	14.8
5	The hotel responds to the needs and requirements of the client when it changes its products and services.	3.89	.921	3.7	0.00	25.9	44.4	25.9
6	Those responsible for innovative marketing in the hotel monitor the external environment surrounding the hotel and try to respond to it in a timely manner.	3.63	1.064	3.7	11.1	25.9	37.0	22.2
7	The hotel tests an innovative product or service before introducing it to the market on a large scale.	3.74	1.179	7.4	7.4	18.5	37.0	29.6
8	Innovative marketing helps customers receive high quality products and services.	4.00	.907	3.7	0.00	18.5	48.1	29.6
9	Innovative marketing provides communication networks for exchanging information with hotel customers.	3.78	.879	3.7	0.00	29.6	48.1	18.5
10	Innovative marketing reduces errors on the job	3.41	.996	3.7	11.1	40.7	29.6	14.8
11	The hotel is reducing its rates to stand out in the job market.	3.48	1.037	7.4	7.4	25.9	48.1	11.1
12	When the hotel thinks about applying innovation in the price sphere, it considers the characteristics of the beneficiary consumers.	3.70	.899	3.7	3.7	25.9	51.9	14.8
13	The hotel changes the prices of its products and services from time to time according to the seasonal changes facing the hotel.	3.81	.949	3.7	3.7	22.2	48.1	22.2
14	Innovative marketing requires the concerted efforts of the hotel departments related to the innovative price.	3.63	.827	3.7	3.7	25.9	59.3	7.4
15	The hotel seeks to offer its products and services in multiple markets at different prices.	3.78	.921	3.7	0.00	33.3	40.7	22.2

16	The hotel seeks to offer its products and services to one market segment at a specific price.	3.00	1.127	11.1	22.2	29.6	29.6	7.4
17	The hotel strives for excellence by using innovative promotional methods to promote its products and services compared to competitors.	3.89	.921	3.7	0.00	25.9	44.4	25.9
18	Hotel advertisements focus on innovative phrases as an essential part of the advertising message.	3.96	.842	3.7	0.00	14.8	59.3	22.2
19	Hotel ads feature things that are unfamiliar or curious to enhance the desired effect of the promotional message.	3.74	.802	3.7	0.00	25.9	59.3	11.1
20	Innovation considers the social and ethical values prevalent in the society in which it is used.	3.52	1.037	3.7	11.1	33.3	33.3	18.5
21	The hotel searches for innovative advertisements that show the defects of competitors' products and services in one way or another.	3.00	1.160	14.8	14.8	33.3	29.6	7.4
22	The hotel's advertisements focus on the benefits and needs of the customer he is seeking to obtain.	3.96	.927	3.7	0.00	22.2	44.4	29.6
23	The hotel is keen to review the reactions of consumers who have used the product or service before.	3.74	.890	3.7	3.7	22.2	55.6	14.8
24	The customer receives the services advertised on request.	3.67	.907	3.7	7.4	18.5	59.3	11.1
25	The advertising messages that the hotel publishes through innovative marketing are attractive	3.74	.802	3.7	0.00	25.9	59.3	11.1
26	The advertising messages that the hotel publishes through innovative marketing are clear	3.85	.807	3.7	0.00	18.5	63.0	14.8
27	The hotel professionally campaigns its products and services using innovative marketing	3.67	.986	7.4	0.00	25.9	51.9	14.8

*1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

According to the results shown in table (5) regarding the statement “The hotel is always looking for new uses for its products and services.” The percentage of acceptance was 77.7% since 44.4% of the respondents strongly agreed and 33.3% reported agreeing. While 18.5% of the sample was marked neutral. The percentage of disagreement was 3.7% since 3.7% of the respondents strongly disagreed and no one marked disagree. The mean value was 4.15 and the standard deviation was 0.975. This means that the respondents accepted the statement.

As for the statement “The hotel, from time to time, makes substantial changes to the product or service provided.” The percentage of acceptance was 74% since 29.6% of the respondents strongly agreed and 44.4% reported agreeing. While 14.8% of the sample was marked neutral. The percentage of disagreement was 11.1% since 3.7% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.89 and the standard deviation was 1.035. This means that the respondents accepted the statement.

Regarding the statement “Changes are made to the hotel's products and services based on the feedback.” The percentage of acceptance was 66.6% since 25.9% of the respondents strongly agreed and 40.7% reported agreeing. While 22.2% of the sample was marked neutral. The percentage of disagreement was 11.1% since 3.7% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.78 and the standard deviation was 1.035. This means that the respondents accepted the statement.

Concerning the statement “The ability to compete for hotels to imitate your hotel's innovative products and services.” The percentage of acceptance was 55.5% since 14.8% of the respondents strongly agreed and 40.7% reported agreeing. While 29.6% of the sample was marked neutral. The percentage of disagreement was 14.8% since 3.7% of the respondents strongly disagreed and 11.1% disagreed. The mean value was 3.52 and the standard deviation was 1.000. This means that the respondents accepted the statement.

According to the statement “The hotel responds to the needs and requirements of the client when it changes its products and services.” The percentage of acceptance was 70.3% since 25.9% of the respondents strongly agreed and 44.4% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 3.7% since 3.7% of the respondents strongly disagreed and no one marked disagree. The mean value was 3.89 and the standard deviation was 0.921. This means that the respondents accepted the statement.

As for the statement “Those responsible for innovative marketing in the hotel monitor the external environment surrounding the hotel and try to respond to it promptly.” The percentage of acceptance was 59.2% since 22.2% of the respondents strongly agreed and 37% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 14.8% since 3.7% of the respondents strongly disagreed and 11.1% disagreed. The mean value was 3.63 and the standard deviation was 1.064. This means that the respondents accepted the statement.

Regarding the statement “The hotel tests an innovative product or service before introducing it to the market on a large scale.” The percentage of acceptance was 66.6% as 29.6% of the respondents strongly agreed and 37% reported agreeing. While 18.5% of the sample was marked neutral. The percentage of disagreement was 14.8% as 7.4% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.74 and the standard deviation was 1.179. This means that the respondents accepted the statement.

Relating the statement “Innovative marketing helps customers receive high-quality products and services.” The percentage of acceptance was 77.7% since 29.6% of the respondents strongly agreed and 48.1% reported agreeing. While 18.5% of the sample was marked neutral. The percentage of disagreement was 3.7% since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 4.0 and the standard deviation was 0.907. This means that the respondents accepted the statement.

According to the statement “Innovative marketing provides communication networks for exchanging information with hotel customers.” The percentage of acceptance was 66.6% since 18.5% of the respondents strongly agreed and 48.1% reported agreeing. While 29.6% of the

sample was marked neutral. The percentage of disagreement was 3.7% since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.78 and the standard deviation was 0.879 this means that the respondents accepted the statement.

Concerning the statement “Innovative marketing reduces errors in the job” The percentage of acceptance was 44.4% since 14.8% of the respondents strongly agreed and 29.6% reported agreeing. While 40.7% of the sample was marked neutral. The percentage of disagreement was 14.8% since 3.7% of the respondents strongly disagreed and 11.1% disagreed. The mean value was 3.41 and the standard deviation was 0.996. This means that the respondents lightly accepted the statement.

Regarding the statement “The hotel is reducing its rates to stand out in the job market.” The percentage of acceptance was 59.2% since 11.1% of the respondents strongly agreed and 48.1% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 14.8% since 7.4% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.48 and the standard deviation was 1.037. This means that the respondents accepted the statement.

Regarding the statement “When the hotel thinks about applying innovation in the price sphere, it considers the characteristics of the beneficiary consumers.” The percentage of acceptance was 66.7% since 14.8% of the respondents strongly agreed and 51.9% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 7.4% since 3.7% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.70 and the standard deviation was 0.899. This means that the respondents accepted the statement.

Regarding the statement “The hotel changes the prices of its products and services from time to time according to the seasonal changes facing the hotel.” The percentage of acceptance was 70.3% since 22.2% of the respondents strongly agreed and 48.1% reported agreeing. While 22.2% of the sample was marked neutral. The percentage of disagreement was 7.4% since 3.7% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.81 and the standard deviation was 0.949. This means that the respondents accepted the statement.

Regarding the statement “Innovative marketing requires the concerted efforts of the hotel departments related to the innovative price.” The percentage of acceptance was 66.7% since 7.4% of the respondents strongly agreed and 59.3% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 7.4% since 3.7% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.63 and the standard deviation was 0.827. This means that the respondents accepted the statement.

Regarding the statement “The hotel seeks to offer its products and services in multiple markets at different prices.” The percentage of acceptance was 62.9% since 22.2% of the respondents strongly agreed and 40.7% reported agreeing. While 33.3% of the sample marked neutral. The percentage of disagreement was 3.7% since 7.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.78 and the standard deviation was 0.921. This means that the respondents accepted the statement.

Regarding the statement “The hotel seeks to offer its products and services to one market segment at a specific price.” The percentage of acceptance was 37% since 7.4% of the respondents strongly agreed and 29.6% reported agreeing. While 29.6% of the sample was marked neutral. The percentage of disagreement was 33.3% since 11.1% of the respondents strongly disagreed and 22.2% disagreed. The mean value was 3.0 and the standard deviation was 1.127 this means that the respondents lightly accepted the statement.

Relating the statement “The hotel strives for excellence by using innovative promotional methods to promote its products and services compared to competitors.” The percentage of acceptance was 70.3% since 25.9% of the respondents strongly agreed and 44.4% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 3.7% since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.89 and the standard deviation was 0.921. This means that the respondents accepted the statement.

Relating to the statement “Hotel advertisements focus on innovative phrases as an essential part of the advertising message.” The percentage of acceptance was 81.5% since 22.2% of the respondents strongly agreed and 59.3% reported agreeing. While 14.8% of the sample was marked neutral. The percentage of disagreement was 3.7% since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.96 and the standard deviation was 0.842. This means that the respondents accepted the statement.

Relating the statement “Hotel ads feature things that are unfamiliar or curious to enhance the desired effect of the promotional message.” The percentage of acceptance was 70.4% since 11.1% of the respondents strongly agreed and 59.3% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 3.7% since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.74 and the standard deviation was 0.802. This means that the respondents accepted the statement.

Relating the statement “Innovation considers the social and ethical values prevalent in the society in which it is used.” The percentage of acceptance was 51.8% since 18.5% of the respondents strongly agreed and 33.3% reported agree. While 33.3% of the sample marked neutral. The percentage of disagreement was 14.8%, since 37% of the respondents strongly disagreed and 11.1% disagreed. The mean value was 3.52 and the standard deviation was 1.037. This means that the respondents accepted the statement.

Relating the statement “The hotel searches for innovative advertisements that show the defects of competitors' products and services in one way or another.” The percentage of acceptance was 37%, since 7.4% of the respondents strongly agreed and 29.6% reported agree. While 33.3% of the sample marked neutral. The percentage of disagreement was 29.6%, since 14.8% of the respondents strongly disagreed and 14.8% disagreed. The mean value was 3.00 and the standard deviation was 1.160. This means that the respondents lightly accepted the statement.

Relating the statement “The hotel's advertisements focus on the benefits and needs of the customer that he is seeking to obtain.” The percentage of acceptance was 74%, since 29.6% of the respondents strongly agreed and 44.4% reported agree. While 22.2% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.96 and the standard deviation was 0.927. This means that the respondents accepted the statement.

Relating the statement “The hotel is keen to review the reactions of consumers who have used the product or service before.” The percentage of acceptance was 70.4%, since 14.8% of the respondents strongly agreed and 55.6% reported agree. While 22.2% of the sample marked neutral. The percentage of disagreement was 7.4%, since 3.7% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.74 and the standard deviation was 0.890. This means that the respondents accepted the statement.

Relating the statement “The customer receives the services advertised on request.” The percentage of acceptance was 70.4%, since 11.1% of the respondents strongly agreed and 59.3% reported agree. While 18.5% of the sample marked neutral. The percentage of disagreement was

11.1%, since 3.7% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.67 and the standard deviation was 0.907. This means that the respondents accepted the statement.

Relating the statement “The advertising messages that the hotel publishes through innovative marketing are attractive” The percentage of acceptance was 70.4%, since 11.1% of the respondents strongly agreed and 59.3% reported agree. While 25.9% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.74 and the standard deviation was 0.802. This means that the respondents accepted the statement.

Relating the statement “The advertising messages that the hotel publishes through innovative marketing are clear” The percentage of acceptance was 77.8%, since 14.8% of the respondents strongly agreed and 63% reported agree. While 18.5% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.85 and the standard deviation was 0.807. This means that the respondents accepted the statement.

Relating the statement “The hotel campaigns its products and services in a professional manner using innovative marketing” The percentage of acceptance was 66.7%, since 14.8% of the respondents strongly agreed and 51.9% reported agreeing. While 25.9% of the sample was marked neutral. The percentage of disagreement was 7.4% since 7.4% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.67 and the standard deviation was 0.986. This means that the respondents accepted the statement.

The results of the implementation of innovative marketing are to attract creative ideas and apply them to the market successfully and is, therefore, a market opportunity that the organization must adopt to distinguish itself from competitors. Innovative marketing is critical to developing and accumulating the personal skills of innovative workers in the organization, as well as improving the quality of the services provided and enhancing the competitiveness of the enterprise. Innovative marketing has a range of characteristics, the innovative organization is distinct from competitors by offering new products so that it is the first to reach the new idea.

The hotel makes efforts to satisfy its guests, satisfy their needs, listen to and respond to their complaints and seek to provide new services that will increase its market share and make more profits. The result might reflect the high participation of males compared to females in the hotels of the study. Males might be more motivated and willing for working in the hotels of the study. There is a statistically significant correlation between the extent of marketing managers' awareness of the concept of innovative marketing and its application within hotels. That means, that increases or decreases in one variable do significantly relate to increases or decreases in the second variable.

Correlation Analysis of the extent of marketing managers' awareness of the concept of innovative marketing and its application within hotels

The results in Table (6) indicated that the sig. value is less than 0.05 which means that there is a statistically significant correlation between the extent of marketing managers' awareness of the concept of innovative marketing and its application within hotels. That means, that increases or decreases in one variable do significantly relate to increases or decreases in the second variable.

Table (6): Correlations between the extent of marketing managers' awareness of the concept of innovative marketing and its application within hotels.

			Innovative Marketing Awareness	Innovative Marketing Apply
Spearman's rho	Innovative Marketing Awareness	Correlation Coefficient	1.000	.599**
		Sig. (2-tailed)	0	.000
		N	108	108
	Innovative Marketing Apply	Correlation Coefficient	.599**	1.000
		Sig. (2-tailed)	.000	0
		N	108	108

** . Correlation is significant at the 0.01 level (2-tailed).

Table (7): Differences among four-star hotels and five-star hotels concerning the application of the concept of innovative marketing

Application of the concept of innovative marketing		N	Mean Rank	Sig.
Rating	Five-star hotels	80	54.30	0.911
	Four-star hotels	28	55.07	

As illustrated in the table (7), the application of the concept of innovative marketing was not significantly affected by hotel rating, where $p = 0.911$ which was higher than the level of significance (5%) meaning that the differences were not significant. In other words, the hotel rating did not make a difference to the application of the concept of innovative marketing. Hence, this hypothesis couldn't be accepted.

Table (8): There are statistically significant differences between managers and assistant managers in the application of the concept of innovative marketing

Application of the concept of innovative marketing		N	Mean Rank	Sig.
Job	Manager	56	54.64	0.961
	Assistant Manager	52	54.35	

As illustrated in the table (8), the application of the concept of innovative marketing was not significantly affected by hotel rating, where $p = 0.961$ which was higher than the level of significance (5%) meaning that the differences were not significant. In other words, the job (Manager/Assistant manager) did not make a difference in the application of the concept of innovative marketing. Hence, this hypothesis couldn't be accepted.

Table (9): There are statistically significant differences between managers and assistant managers in their perception of the concept of innovative marketing

Innovative marketing awareness		N	Mean Rank	Sig.
Job	Manager	56	57.79	0.252
	Assistant Manager	52	50.96	

As illustrated in the table (9), the awareness of the concept of innovative marketing was not significantly affected by hotel rating, where $p = 0.252$ which was higher than the level of significance (5%) meaning that the differences were not significant. In other words, the job (Manager/Assistant manager) did not make a difference in the awareness of the concept of innovative marketing. Hence, this hypothesis couldn't be accepted.

Study recommendations:

Through this study, the following recommendations can be drawn:

1. The need to pay attention to innovative marketing, create new market services and distinguish itself from competitors.
2. Look more at guests' views on the service provided and provide their wishes.
3. The need for heavy use of promotion elements to introduce hotel services and stimulate tourism.
4. The need to develop a strategy and programs to provide new and continuous services.
5. The need to provide outstanding and developed services.
6. Adopt promotional and marketing campaigns for new and innovative hotel and tourism services.

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تطبيق التسويق الابتكاري في فنادق الخمس نجوم المصرية: دراسة استكشافية

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تهدف الدراسة إلى توضيح الدور الذي يلعبه التسويق الابتكاري في تحسين الأداء التسويقي لمنظمة الخدمة والحاجة إليه كأحد مصادر التميز من خلال الابتكار في الخدمة وطرق التسعير وكيفية توزيعها والوسائل للترويج لها . وسنسلط الضوء في هذه الدراسة على فنادق الخمس نجوم التي تسعى إلى تحقيق التميز والريادة ، وابتكار خدمات جديدة ، وإشباع احتياجات ضيوفها ، والوفاء بها من منظور تسويقي حتى يتمكنوا من البقاء، والاستمرار في الزخم التنافسي الذي يشهده قطاع الفنادق في القاهرة. كما تستند الدراسة على منهجية كمية حيث تم تصميم استبيان لجمع البيانات. وأظهرت النتائج أن التسويق الابتكاري أمر بالغ الأهمية لتطوير المهارات الشخصية للعاملين المبتكرين في المؤسسة وتجميعها ، وكذلك تحسين جودة الخدمات المقدمة وتعزيز القدرة التنافسية للمؤسسة. أخيرًا ، تم التوصل إلى عدد من التوصيات ، بما في ذلك ضرورة الاهتمام بالتسويق الابتكاري ، وخلق خدمات سوق جديدة والتميز عن المنافسين ، والحاجة إلى الاستخدام المكثف لعناصر الترويج لتقديم الخدمات الفندقية وتحفيز السياحة.

الكلمات المفتاحية: التسويق الابتكاري ، تحسين الأداء ، تنظيم الخدمات ، قطاع الفنادق.