

MEANS OF PROMOTION IN THE HOTEL ENTERPRISES

Summary

Hotel industry is one of the basic element of tourism services. Promotion is a very important means of marketing used by all enterprises for interacting with clients who want to make purchase decisions. Thanks to marketing communication hotel managers look for permanent and loyal clients.

Basic means of promotion in hotel enterprises are:

- advertising and publicity;
- personal sale;
- sales promotion;
- public relations.

Efficiency of communication strategy is closely connected with the correct choice of different forms means of promotions.

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