

**T.C.
KASTAMONU UNIVERSITY
SOCIAL SCIENCES INSTITUTE
TOURISM MANAGEMENT DEPARTMENT**

MASTER OF SOCIAL SCIENCE

**SALES ACTIVITIES IN HOTEL OPERATIONS: AN EMPIRICAL
RESEARCH ON ANTALYA HOTELS**

MOHAMED ALSALIHEEN ARHAIAM

**ADVISOR
ASSOC. PROF. KUTAY OKTAY**

KASTAMONU–2018

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THESIS APPROVAL

This thesis “**Sales Activities in Hotel Operations: An Emprical Research on Antalya Hotels**” submitted by “**Mohamed Alsaliheen ARHAIAM**”in partial fulfillment of the requirements for the degree of **MSc** is approved by the committee in Institute for Social Sciences, **Department of Tourism Management**.

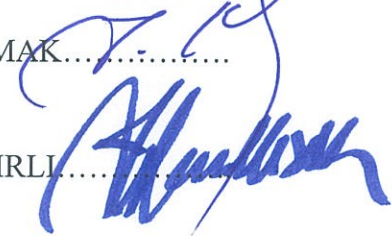
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UNDERTAKING

I declare that all information in the thesis were obtained and presented in the frame of ethical behavior and academic regulations, and all kinds of statements and reports which do not belong to me in this study prepared in accordance with the rules of thesis writing- were fully referenced to the source of knowledge.

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ÖZET

Yüksek Lisans Tezi

Otellerdeki Satış Faaliyetleri: Antalya Otelleri Üzerinde Bir Araştırma

Mohamed Alsaliheen Arhaiaam

Kastamonu Üniversitesi

Sosyal Bilimler Enstitüsü

Turizm İşletmeciliği Ana Bilim Dalı

Danışman: Doç. Dr. Kutay OKTAY

Çağımızda otellerin satış faaliyetleri, ulusal ekonomiye önemli katkılarda bulunan ve döviz ve farklı meslekler gibi birçok ekonomik fırsat üreten dev bir olgu haline gelmiştir. Turizm ülkeleri otellerindeki bu faaliyetleri geliştirmek ve artırmak için yeni yöntemler uygulamaya büyük gereksinim duymaktadırlar.

Araştırma Yöntemi: Çalışmanın uygulama bölümünü kapsayacak şekilde anket formları (50 başvuru formu) hazırlanmıştır. Çalışma planında sunulan soruları cevaplamayı amaçlayan anket formları, çalışma için gerekli olan doğru bilimsel sonuçların elde edilmesi amacıyla organize örneklem kullanılarak Antalya otellerinden 50 üst yöneticiye dağıtılmıştır.

Sonuç: Otel endüstrisindeki satış departmanları, tüketiciler, teknoloji ve yerel ekonomideki değişikliklerle boğuşmaktadırlar. Teknolojideki ve davranışlardaki tüm bu değişiklikleri beraberinde getiren bu yeni ortamla birlikte, oteller teknoloji dünyasındaki bu yeni değişikliklere uymak ve müstakbel tüketicileri kendilerine çekmek ve bu değişikliklerden en iyi şekilde yararlanmak için alışılmadık yöntem ve planları benimsemeleri gerekmektedir.

Anahtar sözcükler: Satış faaliyetleri, otel işletmeciliği, stratejiler, eğitim sistemi, Antalya.

2018, 153 sayfa
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ABSTRACT**MSc.Thesis****Sales Activities in Hotel Operations: An Empirical Research on Antalya Hotels****Mohamed Alsaliheen Arhaiaam****Kastamonu University****Institute for Social Science****Department of Tourism Management****Supervisor: Assoc. Dr. Kutay OKTAY**

The sales activities in the hotels in the modern era turned to be a huge phenomenon which contributes significantly to the national economy and generates many economic opportunities like foreign currency and different jobs. The tourist countries are in a great need to adapt new methods to enhance and improve these activities in the hotels for the favor of the tourist development and make use of all the existing tourist treasures. Research Method : the forms of questionnaire (50) designed to cover the practical part of the research. The forms of questionnaire aimed for answering the questions presented in the research plan. The aim of the researcher was to distribute these questionnaires forms to the superior administration in Antalya hotels using the organized sample for obtaining exact scientific results which are necessary for research. Results: The hotel industry face in the modern era many challenges: barriers which may occur between the guest and the hotel staff, collaboration rules of the selling process has been changed in new forms, The sales departments in the tourism sector are struggling with the changes in the customer, technology, and local economies In this new environment with all those multiple changes in technologies and attitudes, the hotel needs to adopt methods and plans which are unconventional to deal properly with these new changes in the world of technology and make the most of them to attract prospect consumers.

Key Words: Sales Activity, Hotel Operation, Training System, Strategies, Antalya.**2018, 153 pages****Science Code: 1169**

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INTRODUCTION

The main and basic goal of any hotel is to make their room fully occupied during the whole days of the year in spite of the impossibility to achieve that. There are number of methods which can be followed in order to bring more hosts to the hotel in different parts the year. The sales approaches for the hotel owners are many and varied and all of them follow the same target which is to increase the nights of the room (URL-1). The development and growth of the hotel sector does not belong to it in terms of the importance of the chain operators. In general, through the franchise format, the coffee shops, fast food sector and restaurants have achieved great growth in many operations worldwide (International Labor Organization, 2010:8).

The types of business and companies which under the hotels and restaurants subsectors operate are high and varied. The greatest companies in the world which work at this sectors comprise the portfolios which have more than 6,000 hotels each and employ more than 150,000 employees in about 100 countries (International Labor Organization, 2015:46).

Currently, the hospitality is considered a part of the global tourism industry and not only relies on the touristic changes but it relies directly on other markets including oil resource, energy price or investment policies. These are associated with the touristic demands and play a significant role in defining the hospitality sector development strategies. While the hotels are changing rapidly and continuously, there is no uncertainty that the current administration need to be adopted not only for particular needs but also for the challenges of the whole world and sector. There are conceded whiles when the destination administration could look just “intentionally movements” for the succeeding period. In the highlights of the digital marketing, rapid technological changes, the wishes and requirements of new guest and better transportation accessibilities, the strategic planning must be taken into account in the global market even in the domestic development (URL-2).

The sales of hospitality differ from the consumer goods as the sellers can sale perceptible and imperceptible materials. It can be said that they are presenting services instead of goods and achievement hinges by producing the right feeling in

the consumer. For instance, a resort will need to promote a calming, fun atmosphere which is familiar to customers and motivates those same feelings in the consumer. The significant brand industry is also important because the tourism industry consist of the tourism and other experimental services. The marketers aim to confirm that the brand recognition is still existed in order to make the customer use their services continuously. Considerable share of customer can bring great percentage of income. Therefore, the strategy of marketing must be divided between managing relationship with the old customers and seek on new ones (URL-3).

The researcher discusses sales activities in Antalya hotels and examines the challenges that the hotel facesand try to find out the most effective methods and skills that the hotels use to activate the sales .

In the first chapter the researcher discusses the concept of sales activities ,the difference between selling and marketing, the hotel sales industry in modern era and the challenges and hotel future.

In the second chapter the research explain the necessity of sales training system the methods used to retrain guests and sales and higher education and the basic of sales skills.

In chapter three the researcher explains the concept of sales strategies , the difference between the policy and strategy, their importance and the difference types of hotel strategies studies.

In the chapter four the researcher studies concept and specifications of front desk ,how to Manage dialogue and making relationship with customers, and the style of hotel service.

In final Chapter the researcher discusses and explain the methods of study and data analysis, conclusions and recommendations.

1. SALES ACTIVITIES IN THE HOTEL INDUSTRY

1.1. The Concept of Sales Activities

In our daily life, a layman covenants with dissimilar transaction in terms of selling and purchasing the goods and services. At these transactions, the first person will convince the second one. Thus, the selling process can be defined as the process of convincing the people to fulfill the desires of the first person. The person who implement this type of process is called the salesman and the result of this job is the sales. While these activities of the person is supervised and controlled by the sales management. In the current scenario, the sales executives are professionals where they plane, establish, keep the organizations effective and use effective controlling mechanisms. The methodology of the professionals require an accurate analysis and the quantities and qualitative efficiency of the market. Moreover, the professional methodology requires the ability to apply organizational concepts on the sailing process. Also, the professional methodology needs the ability to install, operate and use the suitable controlling procedures to the status of the company and its executive goals. The executive managers are able to apply the professional methodology to manage the sales and the type of the sale is referred by salesmanship. In other word, 'management' is synonymous with leadership where the managers implement the same thing in the industry as the minister in the United States work which means that they have to plan to their employees, predict and control them. This success is represented in the work together. The managers by their following are considered the leaders of the army (Kundu and Bishnoi, 2010:4).

So One of the most difficult tasks in any company is the sales manager's job. It must be a successful manager and have sufficient capacity to manage the delegates who are responsible for the sale (Kifah, 2006:3).

In addition, the sales manager in any company is responsible for the success and continuity of the company because it depends entirely on the volume of sales to achieve a profit guaranteed continuity. And any mistake issued by the sales department is a serious mistake because it negatively affects the volume of sales

directly. To illustrate the idea we can imagine the sales manager in the company as a football coach in a team, but to employ all the energies of a goal to reach the goal and achieve the deletion at a specific time, and very quickly (Kifah, 2006:4).

Definition of Sales Activities:

The sales activities can be defined as follows

1. Sales Process Activities Defined Cold Calls: Contact with new forecasts or present clients across the phone or face to face. Collect as much account or reasonable information as probable and filling out an output analysis form through each call.
2. Sales Process Activities Defined Initial Appointments: Reserved time for a precise determination of beginning or moving an overlook or existing client frontward in the sales process, to the next sales phase.
3. Sales Process Activities Defined Presentation: Initial proposing of professional information through your firm, its products or services, or our business partners. In general, very global-nonspecific presentation.
4. Sales Process Activities Defined Proposal: Customer-requested exact pricing information with product provisions about your products or services.
5. Sales Process Activities Defined Demonstration: Proving time for the purchasing standard to be confirmed as it has been signified by sales reps,. Therefore, moving the prospects to the closing point (Kifah, 2006:5).

Sales management is one of the most important departments in any company because it has several responsibilities

1. Recruitment of the appropriate representative in the field of sales
2. Qualifying and training the appropriate delegate in the field of the company's work
3. Motivate the delegate to achieve professional goals during the sale
4. Evaluate the representative objectively and continuously

The sales manager's profession is a difficult one because it depends on the management of delegates who are responsible for the continuity of the company and its success.

The sales manager should generally be

1. Successful teacher and trainer.
2. Social Researcher.
3. A brilliant analyst.
4. Excellent direction.
5. A convincing interlocutor.
6. Decision-making man (Kifah, 2006:6).

Process of selecting the appropriate employee

The right choice for the right delegate is the most important step in the success of the delegate because the wrong choice entails loss of effort, time and money without interest.

Therefore, the recruitment process should be carefully studied and carefully handled, and reduce the risk of hiring or choosing a person for wrong and inappropriate.

There may not be a system that gives the best solution, but there is a period of testing passed by each delegate, in addition to the way you deal with the delegate, all of which would change his position negatively or positively. (Kifah, 2006:6).

The corresponding process, on the basis of which we will set you up, saves you a lot of effort, money and time, in applying it and following its steps:

1: the most important methods of searching for suitable people are through

1. Advertising
2. Knowledge
3. Recruitment companies
4. Online recruitment

2: Three important things to help you find the right person:

1. Write in detail what the job requires, skills, specifications and capabilities.
2. Write in detail the ideal candidate for such a job.
3. Compare if these specifications match those you met

What a successful sales manager should do during interviewing candidates:

1. Prepare a collection of important questions that help to understand the candidates quickly and guided, these questions cover basic skills, practical experience, incentives, and others.
2. listen carefully to the answers, because it carries with it the thinking and position of the candidate of the sale.
3. Focus on the first impression.
4. Start with general questions and then proceed to the details.
5. Try to build a quick relationship with the candidate.
6. Make the ball in his home always.
7. Ask questions related to the previous work because it holds many important answers.
8. Try to test his ability to ask questions.
9. Meet each person 3 times (Kifah, 2006:35).

Hence it is clear that sales activities are complex process which involve performing several operations at the same time, and these operations as a whole are considered to be crucial for the company to sell its products and maximize its own profits. Among those most prominent operations are making contact with potential customers and collect various information related to them, move potential customers gradually towards the completion of the sales process, provide the necessary information for the company's products in terms of price and specifications with a timetable for purchasing these products.

One of the most crucial issues in any business is the sales process where the sales process can be defined briefly as the steps which are followed by the sales man in order to direct the possibility from the first communication orientation to perform the

purchase process. It is more common to create and follow the selling process with B2B sales than B2C sales but the items of B2C are higher and they always specified process. The creation of the specified sales process help on selling the products and services with high efficiency and enhance the sales campaigns in general. In spite of that the details will differ and after some determined steps, they will help in the correct direction (URL-4).

The selling process is a set of activities which can be performed successfully in order to get on the beginning order in creating the long-term agents relationships. The selling activities which perform by the professional selling salespeople can be implemented as follow:

1. Generating Sales Leads.
2. Qualifying Leads.
3. Preparing for the Sales Meeting
4. Making Initial Contact
5. The Sales Meeting
6. Handling Buyer Resistance
7. Closing the Sale
8. Account Maintenance

Moreover, the salespeople are always find the necessities which require all of the activities but the matter maybe disabled. For example, the salespeople are always face a purchaser which resist to perform the selling process even before the salespeople can provide a show. For example, he may say that I am not interested about what you sale. This may enforce the salespeople to adjust the sales process (URL-5). The sales process may include the activities which aim to establish relationships and achieve more of sales on the long-term. The sales activity can be more concentrated on constructing the good well between the seller and the agent or the probable agent. The salespeople want to ensure that the consumer think about him. Thus, it is possible that he buys it in the future. For instance, the salespeople may contact the agents for just talk. Also, he may ask the agent to spend sometimes with him where the agent become more probable to purchase in the future. This is less than the direct

motivation. Therefore, the sales activities include more than just the sales promotion and it may include the activities which may not target directly into immediate sales (URL-6).

The sales activities ,then, are required to be more organized and accurate as a way to get more opportunities to reach the process of closing the sale and building long-term relationships with the customer,this will include many steps among which the most important are generating and qualifying sales leads and preparing sales meetings, and those steps are not mainly aimed at making a direct sale, but they aim at making contacts and persuading potential customers to buy the company's products.

1.2. The Difference Between Selling and Marketing

The two idioms "Marketing" and "Selling" are used basically as synonyms, but they are used quite differently related to their own concept. It is a must here for a successful marketing manager to differentiate precisely between the two terms : Marketing and Selling as a way to organize properly the sale process in the future. Selling process is mainly focusing on the product and connected mostly to the producer, it is the applied part of the marketing process and its main purpose is to maximize the company's share in the market. (Sheela, 2002:53).

The focus will be on change the prices in order to close the sale where the goal can be mentioned as “the product must be sold be somewhere”. This focus one the short-term does not consider the well planning to construct the trade mark in the market and win into competitive advantage by high loyal group of agents. When the focus is on the sales, the business man thinks that when finishing the production of the mission, the sales strength will be started(Kundu and Bishnoi, 2010). One task of the sales department is to sale each of what have been made by the production department where the modes of the aggressive sales have their justifications to achieve this goal. As well as, the actual needs of the agents and their satisfaction are considered an important issue where the sales of the product will be transformed into a cash (Surinder, 2010) . The marketing as a component and mythology is wider from the sale. Also it is dynamic where the focus is on the agent instead of the product while the sale cycling around the needs and interest of the produced

company of the marketer while the marketing is cycling around the consumer. The whole process is to accomplish the consumer need (URL-7).

The marketing involves the whole activities associated with product planning, pricing, promotion and distribution of the service or product. The mission starts with determining the consumer needs and it does not end until receiving reactions on the consumer satisfaction when consuming the product. It is a long chain of activity which includes the production, packing, promotion, pricing, distribution, and then the selling. The consumer needs become the motivation power behind all of these activities. The incomes will not be ignored but it is constructed on the long-term. The brand share is more important than the market share in the marketing (Kundu and Surinder, 2010:40).

The two phrases "Marketing" and "Selling" are not different only according to their semantic function, the company which applies the true meaning of marketing tries to create value through providing a variety of goods and services which will satisfy the needs and desires of the customer after the sale process, as the customer is a determining part of this process and only the seller. The seller here is guided by the buyer to close the sale after following some marketing steps to offer the product. The selling process is mainly focused on getting the customer to spend his cash through some techniques, and the great deal here is not about the value satisfaction out of this exchange process. On the other hand, marketing is concerned more about discovering and satisfying customer needs through organized and integrated marketing efforts (Kundu and Surinder, 2010:42).

Main Features of Selling in Selling vs Marketing:

1. Concern about the product.
2. Firm manufacturing the product first.
3. Administration sales amount oriented.
4. Arrangement is short-run-oriented in phrases of today's goods and markets.
5. Pressures needs of seller.
6. Views business as a good producing process.

7. Concern about staying with existing technology and cut costs.
8. Different units work as in a highly separate water tight compartments.
9. Fare decides Price.
10. Selling views guest as a last link in business.

Main features of Marketing in Selling vs Marketing:

1. Make sure on guests desires and wants.
2. firm first determines guests desires and wants and then take decision out how to deliver a product to satisfy these needs.
3. Administration is profit oriented.
4. Planning is long-run-oriented in today's products and terms of new products, tomorrow's markets and future growth .
5. Stresses needs and desires of guests
6. Indicates business as consumer producing process, fulfillment procedures .
7. Highlight on revolutionary on every existing technology and reducing every sphere, on providing better costs value to the customer by adopting a superior technology.
8. All units of the business integrated behavior, the sole purpose being generation of consumer fulfillment .
9. Consumer decides price, price decides cost.
10. Marketing indicates the customer last link in business as the real target of the business. (URL-7).

From the above-mentioned features of both the marketing and selling process, we find out that there is substantial differences between both of them, first of all in terms of the vision itself as the selling process focuses more on the product, sales volume, reducing costs, needs of seller and the business, while the marketing process focuses more on the customer needs and wants, profits, cost value relationship, innovating new products and future growth. In addition, the function and role of planning is quite different as in the selling process the planning is only concerned about the short run period a in terms of the market share, while in the marketing process the

planning only bothers about the long run period in phrases of maximizing the company's position in the market.

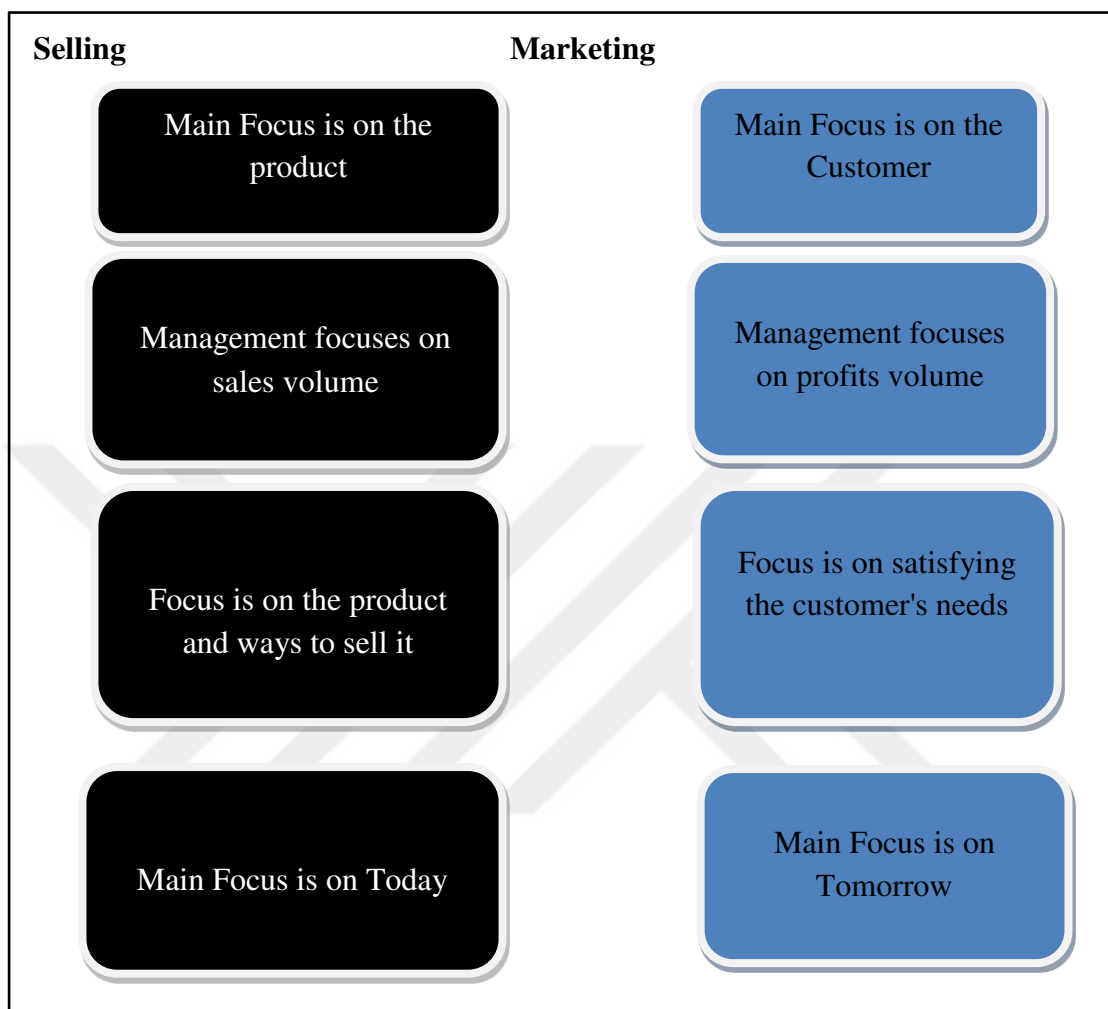


Figure 1. 1: The Different Focuses Between Selling And Marketing

Source: The Researcher

1.3. The Sales on the Modern Era

When the industrial revolution was in its spring season, the learning by the work was a technique of sales. When a sorted out process has been entered, the results of the training and enhance the efficiency is produced more of efficient with time and created the profession of sales. The well-known saying says:” more of things change, the more they stay as the same”. It is a fact which can be seen during the training on the sales and the sales modes which have been developed with time. Many selling

techniques were variants on a previous theme. The repacking and repetition which are still can be a problem in the highlights of the changes (Rached, 2015:13).

The business of the modern era has been developed and it is clear that the sales as a commercial activity must provide an integral part of the comprehensive strategy of the company and grow up to become a respectful area and develop as a profession. The society requires an evidence to respect a profession and recognize it as a job in addition to the training and education. It is expected that some knowledge must be developed to determine the surrounding talents and abilities related to the business. (Rached, 2015). The sales profession was not considered as a respectful member in the society and the salespeople were not looked to have good reputation. The valuable invitations for many centuries were the medicine, law and religion. Also, the dealings and the industry were just started in finding an acceptable place. With the development of the society, the business are considered respectful if the person is occupied a high or senior position. It is sure that the salespeople are not considered one of them. Moreover, the society has not given a remained position to this activity because the authorizing documents are mainly depending on the ability of the people on disruption with many tactics to encourage the purchase (Mike and John, 2000:63).

The need is emerged to follow a specific methodology to the sales where the manufacturing styles led to increase the quantity and type of the products which available to be sold. It became clear for the more developed companies such as the national monetary record that the opportunity of sale whether through a table with catalog and samples or with presentation meetings as two persons meet in the train were expected to success if the seller has the ability to transform a word or the use of convinced ring or tell a story. In addition, if any one of them sale a unique or new product, the scope of knowledge by its use enhances the sale probability (Friedman, 2017). As well as, the business leaders recognized the exchanged relationship between the quantity of the sold products and the quality of the selling procedures and it was expected that the sales employees enhance their appearances and methodologies in order to success in selling the products. In order to achieve that, the companies started to search about new styles which can guarantee that the selling power can fulfill their shares, decrease the competition and create loyalty of the

purchaser of the product or service. The organization is transformed to the training on the sales as a process to get a characteristic in the market and it is considered a significant step in determining the activity as career (Rached, 2015:17).

The logo of the sixties was the change with the customers who want more purchase. The advanced selling by placing the sellers as persons who can be guaranteed and he is an expert who can be friend or colleague and a person whom you want to practice q business. The advice which provided to help the purchaser has been designed to transfer their needs to the product or correct service. As he is a consultant, the seller is still in the control and he is able to suggest a suitable situation for both sides according to the benefits of the product or the service. This technique is led to deepen the participation of more advanced purchasers who enable to reach into larger selections and widen the distribution channels (Jin, 2009:57).

Currently, the rules which control the selling procedures are the collaboration. The seller works with the purchaser for the exchanged benefit and submit questions, solve problems and provide the advice. The advice requires the commercial organized knowledge and it is designed effort in order to understand the purchaser environment to further than the standard of the twentieth century. The crucial difference is the relationship between the controls where the information is not fall anymore with the seller. There is more educated purchaser because of employing the technological advancement has motivated the wedge on the homogenous controlling of the sales. The purchaser exactly recognize the existence of the information and the ability to reach the knowledge. Since the selling consists of a series of classes and accuracy in the procedures which consists of multi elements that include a comprehensive set of the humanitarian feelings such as the good relationship, pressure and sense while the thought consists of the planning, organize and measure (Marshall, 2005:17).

Sales activity has shifted from being a simple activity that relies on fraud and deception on selling products to an organized activity with a specific vision and objectives which do not only depends on the personality and methods of the seller, but also on the buyer attitude who has a similar role to that of the seller in choosing and deciding the shape, prices and product specifications. With the increasing

developments in the industrial societies where there has been a significant increase in the supply of products both quantitatively and qualitatively, This has been followed by the determination of specific policies by different companies to sell products either systematically or through accidental meetings between the seller and the consumer, and the importance of the role played by the seller and transformed him from a mere person who sells the products to a consultant or a friend who plays a certain role for the purpose of the consumption of different goods and services. The development of this role continued until the relationship between the seller and the purchaser took the cooperative form through the buying process, where the two parts worked together to achieve common interests, and with the increasing awareness of the buyer and the emergence of the "savvy", this led to decreasing the control of the buyer's behavior and desires from the part of the sales management, and also led to increasing the need to control the sales process, especially with a existence of a complex and interrelated set of ideas, behavior and human emotions (Marshall, 2005:17).

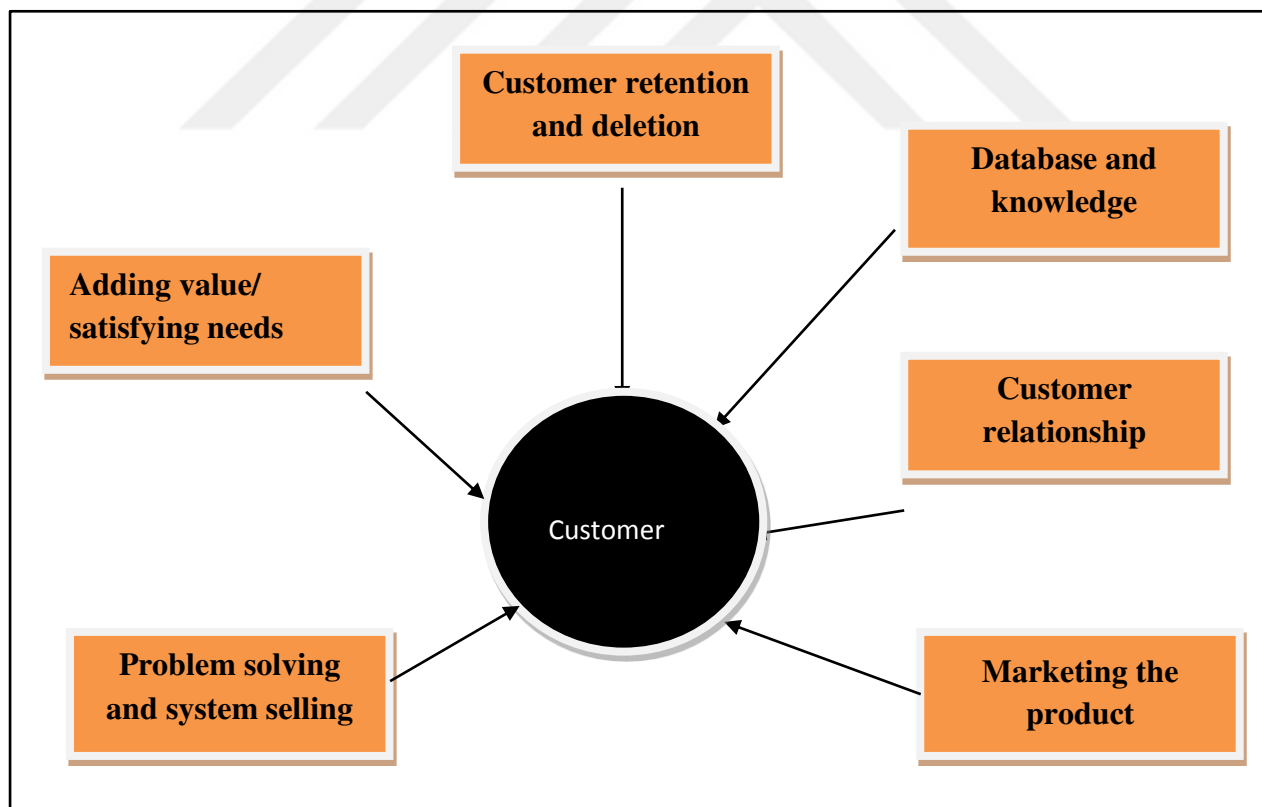


Figure 1. 2: Characteristics of Modern Selling

Source: Adapted from Marshall, (2005:19).

1.4. Introduction to the Hotel Industry

In terms of the hospitality and tourism industry, the hotel industry is considered one of the most significant sectors. A report issued by the World Tourism organization (UNWTO) indicated that the number of hotel rooms around the world has been increased from 14 million to 17 million in the period between 1997 to 2005. The report stated that this astronomically increase will continue at the same increase percentage at the end of 2020. It is determined that one of the most important facilitators to develop the hospitality and tourism industry is the development of the hotel industry. It is not surprising that the government in many countries in the world give inducements to the owners and developers of hotels for additional improve to their country tourism sector (Page, 2009:31). The hotel is considered one of the most and largest visible sub-sector to the tourist between all different types of presented accommodation. It is normally observed as a place which deliver accommodation, beverage and food services based on a pay to visitors who are only for short visit. Nevertheless, the hotels provide more functions due to the fact that the modern hotels provide additional services in addition to the food, accommodation and beverages where they provide conferences rooms to their visitors (Cooper et al. 2008). In spite of the differences between the hotels which existed in different countries, most of them share the same definition and we see that it is necessary to define the hotels as it defined by the European Commission because it is considered the most suitable definitions between all of them. The European Commission (Eurostat, 2013) defines the hotel as a unit which deliver the services to the visitors on weekly or daily basis, mainly for short visits. Moreover, the European Commission classified the services provide by the hotels to include the provision of food and beverages, daily cleaning, bed-making, recreational services, parking and laundry services. As well as, some hotels provide additional services such as convention and conferences facilities and amenities (European Commission, 2014:193).

After taking a look on the hotels, it is necessary to interpret the reason of differences in what configuring a hotel through better look in different countries by taking closer look on how the hotels are existed and the origin of this industry. The history of the hotel industry is an old industry and according to Jacques Levy, the history of the hotels may return back to the times of the Bible when the records are registered

around many facilities which provide to the guests a place for recreation. One of the prominent things at the hotels at that days that they were house which have been opened to the public. They were not known as hotels but they named as “Small Hotels” and they knew later by the name of “Passage”. It must be mentioned that the huge growth in the commercial housing places or hotels are fall in different periods of time. During the middle ages, the Greeks were the first people who constructed places for recreation in the villages to the visitors. In later time, the Romanians took the thought to forward by constructing the palaces for the same purpose. In spite of this accomplishment, the food services have not been provided during that period. The beginning of the fifth century is witnessed the beginning of the hotels as an industry and laws by many countries in order to regulate the services at this industry especially in France and England.. During that periods of times, the industry is activated due to that the fact that many people travel for pilgrimage and other purpose. Nevertheless, the boom did not last where the railways have been created and the times of the travel are decreased where there were no reason to stay. So, the name of the INN has been changed to passages and became immediately a place for meeting to have food and entertainment (Sheela, 2002:59).

The industrial revolution is started in the beginning of 1760 and it was one of the main reasons to construct the hotels in different parts of Europe. This is effected on the hotel industry on America and other parts of the world. At this time, the hotels can be seen in any city and main place for instance, the hotel of City which was the first hotel that constructed in New York in 1792. The nineteenth century is witnessed a new era in the hotel industry and this was the time where the industry is registered great development in the hotel industry which gave at the same time opportunities to many project owners to invest at this sector. So, many hotels have been constructed including many chain hotels which famous in the world such as Radisson Hotel and Hilton Hotel that have been constructed at this period (Cooper et al, 2008:348).

1.5. The Marketing in Hotel Industry

The marketing process is considered a necessary step in determining the success of any job in spite of its consideration an important factor in the success of any hotel unit. Thus, the marketing is a phenomenon which increase the success of any hotel.

At this chapter, we will define and clarify the marketing process in details and researcher will explain the different modes of marketing (Cooper et al, 2008:356).

Due to the economic and commercial pressure, the marketing come into use according to the need which emerge to adopt some of administrative measures in order to fulfill the customers' needs. The marketing is developed in the tourism industry and it looks like the marketing at any other industry. The main reason of the marketing in the hospitality sector is because of the development in the number of customers which they need to accommodation and increasing the number of competitors in the hotel services providers. Furthermore, the hotel and hospitality industry is increased and the competition is increased accordingly on the international level. Therefore, there is great transformation to the marketing (Cooper et al. 2008:511.).The concept of the marketing directions is always come when the process of determining which will be given the priority when the company takes decisions. Currently, the market environment is rapidly change where most of the companies are considering the agents as most of the important factors. The marketing directions include many modes and the most important of them include the production, product, sales and marketing orientations. The marketing directions are explained in Figure 1.1.

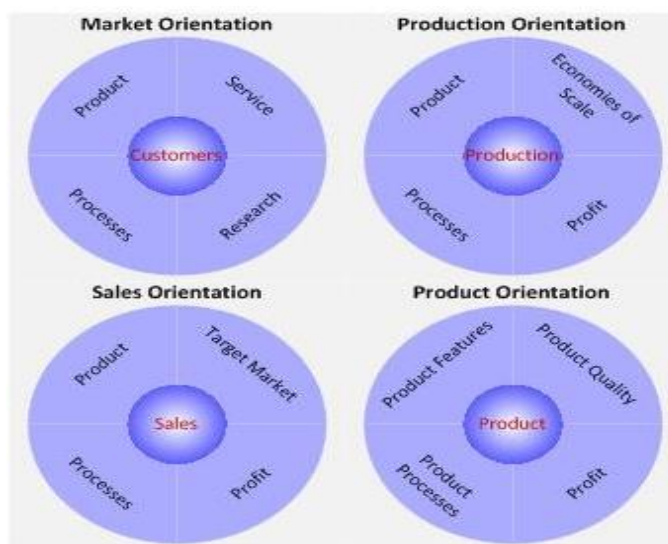


Figure 1. 3: Marketing Orientation

(Adapted from <http://www.learnmarketing.net/orientations.htm>)

The mass production is a key under this orientation type. The companies which follow this type of marketing philosophy think that if the products are widely produced, the costs can be decreased while in contrast the profits can be maximized despite the demand of the product. In the hotels industry, the hotels units which practice this type of orientation think that there are large buildings with many rooms and the process of decreasing the operating costs of the hotel by employing small number of employees and decrease the total costs of the process. This was popular in the beginning of the nineteenth century. The oriented companies towards the product focus on making the products with high quality with the functional characteristics which make them superior on the other competent and without research on what the customers' desire. The companies which use this methodologies think that the superior products can sell themselves automatically in the market and this philosophy is applied in the hotels industry. The goal of that is to make the facility exceed the traditional facilities to the luxurious facilities with the hope that the customers will adopt automatically the hotel product because they are superior to those provided by the others. The lack of using this methodology is that its result is unguaranteed because it is not known if the guests want this product or not (Juwon, 2015:6). The sales oriented companies producing many products without much researches to determine if or not there is a need to specific product in the market. This orientation is centered on the philosophy that the agents will not purchase a product or service if they did not convince by the purchase. The companies which use this methodology consume a lot of money on the advertising and promotion. The goal is that they want to ensure that they will sale their products in spite of what the agent needs or the market. The oriented sale company think that the aggressive sale mode is the key of success in the field of the commercial businesses (Juan, 2009).

The marketing oriented companies are focusing all of their activities on fulfilling the customers' needs. The company which depend on this methodology are considering the customer as the king and their main goal to provide the best services to their agents. In order to achieve this, the companies consume a lot of money and time on the researches associated with fulfilling and expecting the customer needs. So, the customer is axis of focus by developing the products and also when implementing the marketing strategies of the company. Applying the market researches

continuously allow these types of companies to understand the needs of the agents. Furthermore, they are able to establish a positive relationships with the agents and get the feed-back about the customer satisfaction with the product. This helps in enchainning and invent new goods if the market changes (Juwon, 2015:8).

The marketing of the hotel services cannot be discussed without mentioning the market situation. According to Kotler, the determination of the situations is the design business of the company and an image to occupy distinctive place in the mind of the target market. The logical basis of placing the hotel services is to create a trademark in the brain of the customers in order to make the company able to achieve the best amount of the benefits derived from the customers. As well as, pacing the product in the mind of the agents help the hotel to distinguish its services from its competitor. Normally, the final goal from the determination of the situations is to make the hotel in suitable situation for both of the sides where each benefited of the services including the hotel and the guest can be benefited from this deal. In order to achieve effectivity and activity in determining the situations, the hotel must be able to determine the target market, its competitor and the optimal points of the equivalence and difference (Kotler et al. 2009, 361-362). When the products and services of the hotel are inserted in the suitable place in the mind of the target customers, the hotel can make the suitable investment in using its materials and skills in the market. Thus, the product or the suitable service are inserted in the market in effective price in terms of the cost (Kotler et al. 2009, 374). The marketing plays a vital role in the success of any commercial system and while all the sides of the job depend on the successful marketing, it is difficult to highlight on all of the roles which played by the marketing in the company. Nevertheless, in order to implement the purposes of this thesis, some main effects of the marketing will be mentioned at the following steps. The marketing helps in constructing the commercial name of the company and place the company products or services in the heart of the probable agents. The success of any hotel in the hotel industry depend on good reputation and with the increase of the hotels reputation in the society, the number of the customers to the hotel will be increased. This will result in increasing the averages of occupying the rooms in the hotel (Kotler et al, 2009) . Moreover, it is necessary to say that the marketing really help beside the good trade mark because it creates and support the

effective communication inside and outside of the hotel. The effective marketing campaign will give the company a competitive characteristic on its competitor. The company provides the best product in the market but without a good marketing campaign it will not achieve the desired income on the investment because the marketing which make the product or service known by the probable customers. The good marketing campaign of the company helps the company to manage its resources effectively when it depend on an effective strategy in the company. The resources will be consumed if it is not terminated. The hospitality industry is perishable industry. In other word, if the room is not occupied during specific period, the income which supposed to be achieved at that room will be lost forever and it cannot be earned. The effective marketing helps to guarantee that the hotel will have high occupancy rate in all of the times (Juan, 2009).

The marketing helps to guarantee the company income and with increasing the number of persons who identify the products or the services of the company, the share of the company from the market will be increased (Juwon, 2015:20).

1.6. The Evolution of Hotel Sales Industry

In the last, the character of the field in the sales have been adujusted in all of the industries including the hotel and hospitality industry. Currently, the agents of the hotels expect the help of the experts but they want that in later time in the decision making process because they have visited review sites about your hotel, compare the prices by many products and orientations and study the characteristics of the hotel in spite of multi lens on the internet. These transformations are dramatically change the discussion between the salespeople and the agent (Rached, 2015:37).

Hotel Sales In An Era Of Disruption:

The hotel and hospitality industry fighting with the consumer change, technology, domestic economies in addition to the organizational change on the unit level of the hotel and the companies offices of the trade marks, the administration and technology companies and ,mediations which mad the transformation more clear and added offers of new values for different types of agents. The problems inside the

business or industry sector may cause the disaster but it can add new opportunities. The traditional procedures including the hotel sales need into investigation and check their correctness in this new environment. The interaction of the agents' must be redefined on all of the levels. There is a need to the hotel companies to revolutionize the loyalty concept and transform the participation. Many shifts have been appeared according to multi disable with the purchasers and trends a dissimilar intelligence of association with customers (Rached, 2015:40).

In this new environment with all those multiple changes in technologies and attitudes, the hotel needs to adopt methods and plans which are unconventional to deal properly with these new changes in the world of technology and make the most of them to attract prospect consumers, and this would require applying new and unfamiliar sales activities for the hotel through concentrating and focusing on the training and marketing program how to effectively communicate with potential consumers and paying much attention on the way the hotel provides its products and services. (Rached, 2015:42).

Evolution of Styles:

The modes of the sales are exceeded through four main developments when the discipline have been identified in the middle of the eightieth century. The basic manipulate vessels was when the methodology was exceeded the sale by any mean even if the hypothesis is not legal or not correct. The year of 1920 is witnessed the transformation from the sale to the control and here the hypothesis was that the knowledge which controlled by the product and it will create the needs. In the late of 1960, the consultant sale is started in the roof and this is determined by the probable purchaser which have needed and tried to associate them with the characteristic of the product or service (Rached, 2015:42). the seller was always in the control. In the late of 1990, the technology provided to the consumer gained a level of unprecedented transparency. Also, the collaboration is emerged with the role of the sellers to solve the problems and provide the consoling and work with the agents and the sale strength is transformed to the purchaser .

Implications For Hotel Sales:

The methodology which is based on the operations depend on the past. It can effect but it cannot configure how the purchaser thinks. The purchaser and mediation is more educated, well informed and experienced. The human interaction is not needed to get n farer n Availability n Reservation n Judgement whereas many transaction sides in the hotel industry are transformed to the internet. The communication points with the agents and mediations became more significant and the need into integrated communication with the marketing and selling administration to ensure of providing the suitable offer to the suitable agent in the suitable time (Rached, 2015:47).

Currently, there is a science which is called the hotel sales and the role of the salesperson is to reformulate the debate from what it has not been historically to a person who offers visions to the agent and deal with the cases and get over the relationships locally and globally. As well as, the persons needs the sales in order to reformulate the discussion with the agents. The sales must be ensure that the purchasers give correct questions, determine the correct fairs and detect the needs which have not been seen previously (Mike and John, 2000:76).

Currently, the sales persons must get benefit from the gradual development process in order to keep the skills and required abilities of success. Personally, the sales people must construct the good traditional and behavioral skills. Also, in terms of the commercial business the people must be able to transform to the intellectual strategic and enhance their abilities on adding a value which expected by the agent. These skills needs the a talent on planning and construct a strategy (Mike and John, 2000:77).

Table 1.1: Selling Methods Throughout Centuries

	Manipulation	Control	Consultation	Collaboration
Timeframe	1800s to 1920s	1920s to late 1960s	Late 1960s to late 1990s	Late 1990s to present
Primary approach	Make the sale through any means even if premise is unethical, illegal or untrue	Father knows best, knowledge controlled by seller, to create needs	Identify prospect/ buyer needs; connect to benefits of product/service	Solve problems; provide advice; work together
Power	Seller	Seller	Seller	Buyer
Role of prospect or the buyer	To believe the impossible was true; to buy on faith	To listen and learn; to imagine what be if they owned/used xxx	To seek advice; greater understanding of what the seller had to offer	To take a broader perspective, find solutions to benefit organization
Relationship	Sporadic occurrences; emotionally based	Standardized interactions utilizing phone, conventions, drop-by, scheduled meetings, ads	Salesperson as expert creating win-win situation for individual client	Complex exchange of advice, solutions, ideas. Mutual benefit, long-term.
Sales Technique	Bait and switch; pressure (peer, status)	Product/service is the best way to solve the buyer's problems. Hunters and gathers.	Someone buyer likes to do business with	Integrated team approach to solving buyer problems. Planning and analysis.
Descriptors	Snake oil salesman, used car salesman	Schmooze, wine and dine, charisma	Expert advice from a trusted source	Insight, buyer oriented

Source: www.hsm.ai.org

Table 1.1. indicates many facts as follows:

1. The new hotels phase has emerged since the early nineties to the present time within the so-called "stage of collaboration.", and this phase came after two centuries from the beginning of the hotel industry " as the table indicates".
2. the last phase goes in hand with the latest developments through adopting new methods and techniques like solving problems and providing collaboration, and

it is different from the previous phase "1960s to 1990s" in focusing on the target market.

3. While the seller was the main power in the above- mentioned phase in the table, the buyer turned to be the main power in the current phase " since the early nineties to the present time" and this is followed in a later phase by many changes in the sales techniques.
4. Since the beginning of the 1960s, the buyer has become more aware, and more understanding of what the seller offers, With the coming of the latter phase, the consumer takes the initiative and participate in the process of offering different products, the consumer is savvy, clever and knows how to deal successfully with the different products.
5. The sales techniques had a great shift from "bait and switch method" from 1800s to 1920s, to " hinter and gather method" from 1920s to 1960s, the buyer is considered to be a part of the business from 1960s to 1990s, and finally in the last period " since the early nineties to the present time" the scientific method is highly employed in the sales activities "planning and analysis".

1.7. The Challenges and Future of the Hotel Sales Industry

The slow growth of the economy beside the rapid technological development led to reformulate the sales model. The sales use is considered vital to the continuous success of the organization. However, at the current time, the extreme cost control of the goods and services led to measure the value of each area separately, veering distant from famous assessment techniques. The development of the workers elements whether in terms of the income or information management depend on proof of value and achieve the optimal benefit of income which can place additional pressure on sales management to present its value continuously (Marshall, 2005:25).

The activity of the sales are always refused with the emergence of the human elements and decrease the analytical sides. Conventionally, the sales function was limited around the relationships both on the consumer, based business and the

interaction with the person is changed to a concept of the high touch. The basic of the sales success is to make the agent participate. The question which arise now is that if the personal participation and interaction face to face is continuous in controlling the process or if there was high change in the sales of the hotel industry process? Are the organizations will transform far from the singular relationships into mixed management to the lifelong relationships across the organization? Does the technology win in the methodology which focus on the agents in the commercial business in the twenty one century? (Marshall, 2005:25).

In the last decades, the hotel sales were alike globally whether there are medium, with small size or small size logo. There was simple difference of procedures, expectations and technology. As well as, the differences in the sales basics was basically the cosmetics (Jin, 2009). This case is changed as the distribution size is a game of changing the structural elements but it rises the questions if the different models is the real future to this industry and the association between each one of them is the way which through the participation of the agents are not returned back. The need to transform the loyalty concept and transform the participation with purchases and find different feeling of collaboration are considered of the most important challenges on all of the levels of sale profession inside the companies and properties. In terms of the hotel industry, this is highlighted to the need of changing the concept and recognize the reality which require to reconsider the traditions. Thus, there is not any company, administration or function could lean in any place nowhere is this more important than in hotel sales (Jin, 2009:61).

In the events of the global financial crisis, the hotel industry faced great difficulties from different sides. The crisis led to new period of disruption which resulted into comprehensive research about new expectations in the demand and income prediction in an attempt to understand the strategies and methodologies that can increase the portfolio share and therefore, enhance the profitability. The interrupted can be the result of the technological innovations or change the ideas about product, services or organized methodology (Page, 2009). The last reason which is the change of ideas is interfered with the old operations and standards and face challenges of the current situation and cause a chaos with the traditional response. This is always the

way of implementing things. The existing of a gap in the service, comport and change in the consumer and behavior or develop new technology may make the professions of companies to adopt wrong methodology. If situation is hampered the standard operational process, the popular response will increase the discomfort of the team where the change does not come easily to most of the individuals. The questioning about the behaviors and suspects which have been created in high equipped environment make everybody take a side as there is an enemy have been sent (Page, 2009:44).

The disruption may cause the chaos inside the business or industry sector but also it can create a chance. It is not correct that any discovery or change require to take decisions but the awareness in the situation must generate strategic discussions which led to into discussing the decision. The crash neglect may lead to loss their share in the market and decrease the incomes and even make the service or product obsolete.

In the times of the disruptive innovations, the organization should decide whether it must fix the change and if it is necessary to transform the workers models or if the crash neglect lead to the obsolete and one of the modern examples on the company which neglected the changes in the consumer behavior because of the technological change is Borders Bookstores (Page, 2009:45).

Study the methodology which has been taken by the hotel industry in the invention and neglect the traditional use to the public places whether they are the ornate or utilitarian for most of the twentieth century. The holes have been constructed and controlled. This industry has been developed after three decades of thoughts where this industry embracing lobbies and designed for different and unexpected interactions which allow the guests to live the life publicly. The matter is taken until the beginning of the twenty one century for the concept of the socialization with the brand “Today Hotel”. The lobby represents an extension to the guests rooms, the meeting rooms, bar and restaurant of the luxury brands. From luxury to economy brands, lobbies now are multifunction places where visitors can perform their business and then transform simply to relax in the evening. So, the public places are now freedom the individuals where the property leadership are not anymore

implement great efforts to control on how the guests use the space. The hotels are continuing to search on selections to make the guests spend the money which can be consumed out of the hotel to spend them inside the hotel (Rached, 2009:54).

The changing in any business become fast in spite of if it is submitted from organizational, economic, technical, social system or so on. This is come to “what is this mean for me?” and “how it is effect my really?” An attempt to stop the change wave and preserve on the current situation which is passed since sometime that is worries tactic from the challenges of the professional sales. The malignant nature as it is comfort with the thought that the development or the purchase cycle can be controlled by make the professionals and organizations neglect the signs that the expectations of the agents have exceeded the current methods in the place. For instance, before couple of years some organizations tried to control on a secondary product of the internet which is the social media by banning the use of Face book, Twitter and other public building apps at work. The main reason of this problem is the thought which state that keeping the technology in the gulf and transform the control and change can be banned instead of looking to what the change means to their business models, properties, companies, abort the sales by the professionals who feel handcuffed. Also, the agents and competitors found new ways to provide and receive the information and change each side of the purchase cycle. Adopt the change encourage the leaders on understand and flush what, how and why the innovation and its use as an invitation to transfer the sales and organization team forward with reasonable pace (Jin, 2009:47).

Currently, the decision making process of the purchaser shows the evaluation which is provided by Heraclitus since many centuries which state that only the change is permanent. It is one way process controlled by the seller and it is transformed into multi dimensions, constantly disturbed and purchaser fixed movement. This journey describes the purchaser with self-direction increasingly with different finger print or sights and it is occurred by unflawed and unorganized way. The interactions will be replaced face to face by increasing the visit into the websites, Face book, Blogs or the educational programs on the web where the human get on information about the

price of the element or determine the extent of the availability of the seats or tickets without any human interaction (Page, 2009:53).

This transformation between the company and consumers is because of the above mentioned convergence to the economic, social and technological development with the transformation in the power. The concept of the traditional purchaser is started and the prospects of the purchasers depend on international experiment instead of the local standards. The desire exceeds the income, thoughts, design and fashion and the food is one time as it is described that it is the high level which is available without worries for one class or station. The reference groups do not know the variations of the demographic situation. Each time the purchaser participates, the reference group may be different according to the product or the request experiment. It led to the ability to communication and wide awareness and possibilities which does not ended to increase the informal sides to the nature of the consumer in ways which challenging the current thinking which surrounding the consumer behavior. It must be mentioned that the control on the seller is fleeting (Rached, 2015:58).

The evolution of the hotel industry in the future will depend "in general" on the availability of several key factors combined with each other:

1. The character of the economic system prevailing in the country.
2. Nature of administrative system of the state (central or not central)
3. Technological development in the country which has the tourist and hotel activities.
4. The availability of tourist attractions leading to the recovery of the hotel industry
5. Security stability and the political situation in the country because of its impact on the tourist and hotel activities.

6. The extent of the development of transport and its compatibility with the technology of the times with the quality and ease of the roads leading to the tourist places and hotel accommodation.
7. The continuous development and search for whatever is new to face competition in the tourist and hotel fields.



2. SALES MANAGEMENT TRAINING

2.1. Sales Training System in Hotels

The training on sale includes the personal achievement to the skills and techniques associate by the creation and discover the new sales opportunities and also closing the sales of the organization. Through reasonably casual language, the sales can be defined as an attempt to effect on other or others in order to take procedure in spite of that you do not have the ability or power to enforce them on implementing this action. The training on sales can be defined as the things which implemented to help the salespeople on gaining the techniques, talents, concepts, behaviors and situations which can promote their experience in effecting the prospects to take the positive purchase decisions. The training on sale focus on how the probable sellers and purchaser effect each other. So, it provides the tools and techniques which help the salespeople to learn the necessary in order to provide their commodity or service in a way which convince the purchasers in terms of understanding and response at the end. If the training on sales focused on the methods where the purchasers and sellers interact, the training will focus on the products and on publishing the information and tools which support the selling of the specific products or service. In our purposes, the training on the products will be considered as the subset of training on sales (Sales Training America, 2016).

According to the dictionary of the American Marketing Association, training on sales is an official and unofficial program which aim to train the strength of sales and transport the expectation of administration from the work responsibilities. The training on sales provide an opportunity to staff to communicate with the expectations of the high performance through the training and provide a power of sales with necessary skills and tools in order to reach into high levels of performance. The training program is designed carefully which exceed the negative learning techniques and the selling strength show how to sale and modeling the behavior and it is successful methodology to train on selling. Some common goals of training is transporting the knowledge of the product, educating the selling techniques, increase

productivity, enhance moral, decrease the cycling, enhance the agents relationships, enhance time and manage the lands (David and Barbara, 2016).

Training the employees is a large part and also it is considered the main task to manage the human resources and development. As well as, it is the critical path to motivate the employees and increase productivity in the commercial business. Through the development of technology and the whole work environment, the employees are asked to have more skills and motivations and even if the employees are good today, they may be out of the line if they do not keep studying. The company needs into organized training if it wants to be able on competition with the others (David and Barbara, 2016).

The main mission to help everybody is the employees training in order to be more united. The institution can employ experienced employees to be skilled. If the company is training its employees by the provision and configuration of a homogenous style, the moral of the team between the employees will be constructed at this process. One of the most important skills of the work is the employees training including the training on the work concepts, knowledge and professional skill. Through the provision of theses necessities to the employees, this helps the personal skills and make them compatible with the work requirements and the training may be high demand and the lack or weak of training will lead to increase the average of the employees cycling and provide services and products less than the required level (Xiao, 2010).

The training process is composed of several stages as follows (Ahammad, 2013:4):

Stage 1: This stage deals with determining the initial phase of the training cycle. It requires the determination of the training needs and which employees that need the training (the targeted people), in what and how you will know the standards of the training. This stage will help those who determine the training needs to look on the reason needs to the training, its results and the expected effects. How we can measure if the training has been met the original wants which means make intended change in the behavior, performance and so on.

Stage 2: This stage deals with designing the training solutions. This phase includes the planning, design and develop and training of magistrate. It aims to guarantee the adoption of organized adoption for all of the training solutions. The solutions of training cover the face to face training, open and flexible learning .

Stage 3: This stage requires the delivery of training solutions. This stage of the training stage guarantee the effective training and provide an opportunity to the trainers to learn. This will include the selection of the most suitable needs for training and get benefit from the styles of different training modes.

Stage 4: This stage is the application of training in the court environment. This stage of training stages is associated to guarantee of applying all of the training results and promote them practically within the court environment. This stage will help those who monitor the development of the singular learners and display the progress.

Stage 5: This stage of training is associated with the evaluation of training solutions. This stage of the training cycle associate with the collection andreview the information to determine the enhancement in the performance. It will help those who evaluate the programmed for learning those who response to the development in the learning or a plan to enter enhancement in the learning interventions.

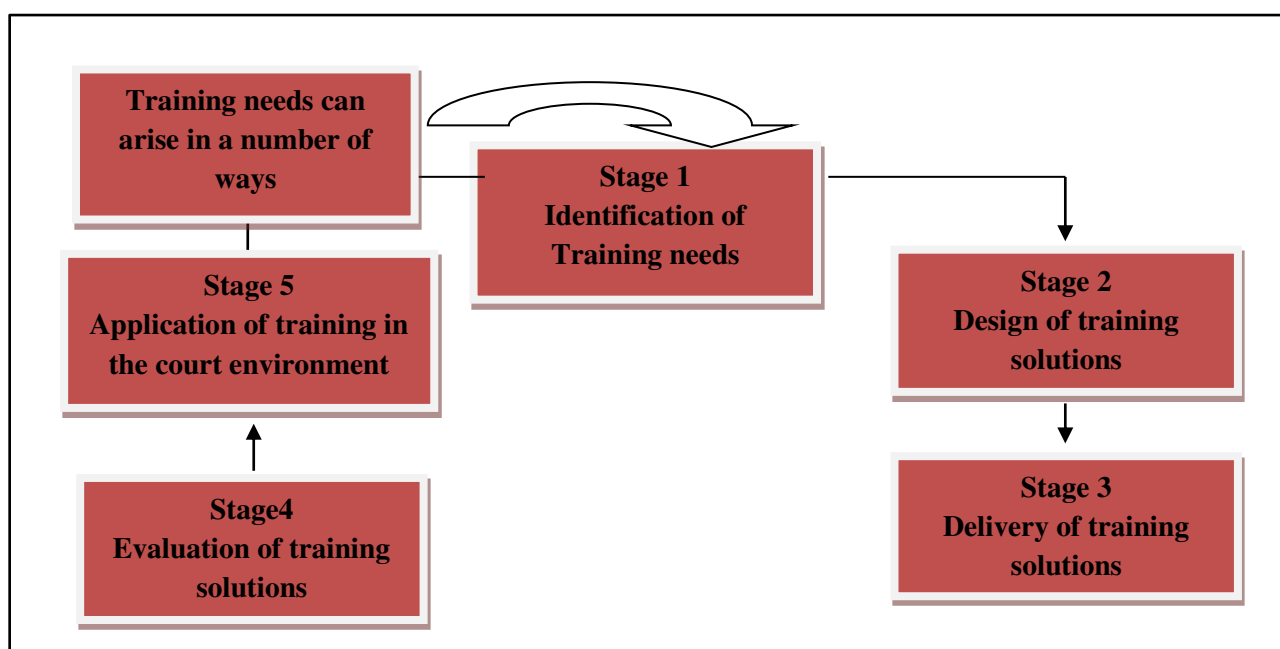


Figure 2. 1: Training cycle
Source: Shamim Ahammed, (2013).

2.2. The Necessity of Sales Training Activities

Many of the negative results can be resulted when the training on sales is not enough. First, the expectations of the management cannot be reached about the company products or its services through the ranks. Moreover, the experiences associate to the services or products are retuned back to the administration. This disconnect in the communication is always lead the employees of the administration and sales to work towards different goals (Sales Training America, 2016). Later, the salespersons may lack the trust in their ability on marketing the firm products or services and they may feel in frustrated and their moral will be decreased. Also, it may return back to the old and real selling techniques. These are the styles which did not work carefully in previous days and they did not get an affectivity in the transitional period. When this is occurred, there are great opportunities that the shares of the sales will not achieve the goals of incomes. Lastly, the support team may not be ready to perform their jobs. For instance, install the product, response the calls of agents and so on. If this is happened, the satisfaction of the customer will be decreased from the accepted levels and the expected results is losing the profitability (Sales Training America, 2016). The performance of the salespeople will be increased when training on sales which results to increase the sales through the following:

1. Prepare the salespeople in order to achieve the maximum amount of affectivity for each customer encounter.
2. Educate the sales people a suitable selling process which make it easy for them to apply the determined selling techniques based on the customers which started the purchase of signs.
3. Enhance the ability of the salespeople on implementing the depended selling strategies by the companies.

The customer relation can be enhanced by the sales training through the following:

1. Help the salespeople on understating the basic purchase motivations to their agents.
2. Enable the salespeople to deal more effectively with the interventions and customer fears (Sales American Training, 2016).

Training on sales enhances the active cost affectivity of selling by training the salespeople to prohibit and give the priority of the real chances with higher speed. The turnover of the salespeople can be decreased by the training on sale through the following:

1. Reach into new function which reach with higher speed.
2. Help the experienced salespeople will be more successful with the available chances.

The total training costs can be decreased by the training on sales by increasing the affectivity of using:

1. Salespeoples' training time.
2. Current training resources.

Training on sales enhances the comprehensive affectivity by apply it on global level in all of the company sides, support the sales and marketing of the organization (Sales America Training, 2016).

The importance of tourism training lies in enriching the mentality of trainees and expanding their awareness and knowledge to help them think and conceptualize properly as a way to gain the tools to uncover the circumstances and consequences of the action when they participate in selling the hotel products.

Training, therefore, is an important factor in raising awareness of the trainees for the purpose of directing their attention to the highest levels of the human contact.

Dealing with the human and not to repeat the mistakes their fellows fall in, but to guide them to detect these mistakes themselves and make them aware and knowledgeable about the most effective practices in providing hotel services (Sales American Training, 2016).

2.3. How to Train Salespeople

The training on sales includes two types of training where the first one is to learn the mechanic of sales which means learn how to go in the sales in the general meaning with focus on the sales techniques that work better for your industry. The second one is the training related to the company and includes the details about the products and special services and the selling process which is expected to your team to use the tools and resources. Each salespeople can benefit from both of the types whatever his experience. Learning the selling process is continuous operation and there are always new strategies which must be learned by your team in order to sale efficiently (Kifah, 2006:35).

When bring a good salespeople on a flat, the priority will be in the training related to the company unless if the new employee is beginner and he will have at least a basic understanding to the sale mechanism. However, it is possible that he does not know too much about the special products or how the selling process can be worked (Connick, 2014).

In many cases, the easiest way for the new salespeople is to sit down with your salespersons' team. The people with the agents services are really know your products and you will know most or some of your agents. The new salespeople must be allowed to listen to some calls of the customer service and give the opportunity to reach into the documents associate with the products such as the user guide, website, catalogues and so on. When the new salespeople will have knowledge about your new product line, he must be paired with experienced salespeople. Listening to the phone calls will enable the new salespeople to have an idea about the operation. From the optimal hand, they will get on practical experience about the whole process (Connick, 2014).

Finally, exchanging the roles and the salespeople will be assigned to answer phone calls and take assignments with the senior salespeople will not only allow them to accommodate information about your company but will also allow them to gain experience about their extent to the information about your company. If the new salespeople is appeared weak points in specific regions, for instance, they're

excessive at receiving arrangements but choke at the close, may be it is the time for some training where you can whether training locally (you can perform that by yourself or assign senior salespeople for this task (Kifah, 2006:36).

In terms of the cost of the internal training is considered cheaper and can be personalized exactly to the staff needs but it takes long time and at the end it will cost you more on the long-term. If the best sales person spends hours training in place of assembly sales, the alternative is to collect between each of the two categories which means to sign on new salespeople who reach into external category and organize the practice by the creation of the roles or sent them to the assignments (Connick, 2014).

The human resources are a crucial factor in advancing the developing the sales activities in any hotel, and these human resources are one of the main elements in providing the products and services in the hotels, the means and purpose, and, as a result, they should be taken care of by:

1. The proper selection of the human elements who are qualified enough and help providing hospitality services and dealing with guests on a right and professional way.
2. Continuous training of the staff with using the most effective tools and programs related to selling the hospitality products.
3. Using different manners to encourage and stimulate hotel staffs to enable them to deal effectively with the hotel guests.
4. Innovate solutions to problems the hotel faces with the guests and hospitality service providers. (Connick, 2014).

Employee training process:

The training process is the next step to employ the appropriate representative. The goal is to give him a basic and general idea of the rules and basics that you want him

to follow in his dealings with the company and with the customers, and with himself during work (Kifah, 2006:37).

The following is a two-day training program that you can adjust as you see fit, but it is a comprehensive program that gives the delegate a clear idea of what is required of him:

Train the employee

The first step is the most important step to an excellent start. If the first step is faltering, this will negatively affect the delegate's psychology and production.

First: The work of the sales manager requires that the employee must be

1. Close to people in general
2. It has a wide background on the goods or service it sells

Second: Four important points must be taken into account during the training of delegates:

1. Let them share from the beginning.
2. Make sure that each one has a person affects him or him.
3. Develop a training program on an ongoing basis.
4. Watch yourself well because everyone is doing it.

Two day training program

First day:

Basic topics for the first day:

1. The history of the company, the positions of its forces and its philosophy.
2. Why are good relationships with customers more than necessary?
3. Why specialization and experience in this field evidence of high level?

The first day should include: a comprehensive outlook for the company and how to make delegates collaborate to contribute to this view.

The first day should cover the general appearance of the delegate, the method of dress, cleanliness, ethics, how to act, and other matters of interest to the company's reputation (Kifah, 2006:38).

In contrast there must be intensive training to become a background as soon as:

1. Knowledge of service or commodity in general.
2. Required skills.
3. Psychological position
4. Objectives.
5. Required work habits.

There should also be live examples covering previous topics and include your expectations from the delegate.

After analyzing the above, be sure to understand the representative of the product or service and the strengths of the company. Ask the delegate to give you five reasons for what distinguishes your company or organization (Kifah, 2006:39).

The second day:

On the second day you must explain:

1. Market profile includes:

1. How to discover and bring in new customers.
2. How to behave with a difficult customer.
3. Discussion position requires difficult and urgent decisions.
4. How to deal with competitors.
5. Dealing with continuous market changes.

2 - Knowledge of the product in detail:

Give an exercise about the product or service that includes a question about important basic features in the product or service and ask them why they consider it important (Kifah, 2006:39).

3 - Skills and art of selling:

Training in sales and marketing skills includes:

1. Inspection of customers.
2. How to contact them.
3. Overcoming procurement barriers.
4. Deal node.

4- Positive outlook for psychological preparation and sale:

The psychological aspect of the delegate is a cornerstone in the node of the sale, it is very important that the delegate in a good psychological state because the opposite negatively affects the overall deal to be held.

5. Objectives to be achieved:

The delegate should know exactly what is required and what is required to achieve in detail (numbers, sales volume).

6. Reports and how to prepare them:

At the end of the second day of the training, each delegate must clearly explain:

1. Five reasons the customer pays to buy from him.
2. Five reasons why a customer buys from the company in which he works.
3. Three reasons show that his goods or services are commensurate with his wishes and needs.(Kifah, 2006:40).

The process of motivating delegates:

Motivate the delegate, a very delicate subject with it may seem simple. So use the principle of stimulation and intimidation, or the game of carrot and stick, and that the treatment is a great deal of wisdom and competence (Kifah, 2006:41).

Motivation and encouragement help to lay a solid foundation for successful management, achieve a certain sales goal, and create an atmosphere of mutual respect.

All the research proves beyond any doubt that praise the delegate and encourage him to a certain behavior is much more effective than criticism and try to find errors, so the following points must be taken into account:

1. Try to encourage your delegate to do his job correctly, not just trying to find mistakes.
2. Must be a higher example of your team.
3. Always speak positively.
4. Praise when the opportunity comes, and when the employee deserves this praise.
5. Do not try to be criticized constantly, instead of saying (this is wrong) and criticized him tried to say in the future I want to be the subject such and such)).
6. Create an atmosphere in which the delegate feels that there is room for growth and progress. When there is a routine, the motivation is weakened and the delegate is motivated to achieve better results.
7. Always remember that what you do affects delegates more than you say. Factor your delegate as a human being, do not treat him as a whole without feelings and feelings.
8. Focus on the spirit of the team and create a challenge and competition towards positive and clear results based on facts (Kifah, 2006:41).

Things recommended to motivate and encourage a salesperson?

1. Identify results first and be clear, have a specific scale. It is a kind of challenge, written and understood by both parties.
2. Identify the required behavior: durable solutions, love of risk, creative thinking, decisive decision, work focus and intelligence, facilitate difficult things, work effectively, quality and loyalty, work as a team with one heart.
3. Decided to reward:
 - Financial rewards,
 - Recognition of capabilities (Appreciation),
 - Holidays,
 - Practical responsibility,
 - Generous work,
 - Promotion,
 - Freedom,
 - Fun,
 - Personal development,
 - Awards.

The method of stimulation varies from person to person. A person who cares about money in the first place, can not motivate him by appreciating him alone or saying to him (give you wellness). Also, someone who cares about appreciation can not motivate him to give an increase in his salary. A person who wants to sit with his family more, not only appreciate his speech. Give him a day of leave and then return to active work filled with vitality and energy (Kifah, 2006:42).

2.4. Methods Used to Retain Guests

In order to promote their properties, the hotels are investing extensively by the advertising, signs on the internet and other marketing techniques to get new guests. When the guest is obtained, it becomes necessary at the same amount to preserve him

and get benefit from him. A research has been conducted at this subject stated that about 68% of the customers will not return back if they feel dissatisfied about the hotel service. The hotels loss their guests if they failed to provide what they have promised. If you deal with your customers or guests in the correct way through their accommodations, you will get a large period in establishing long-term relationship (Pathak, 2015:349). In order to preserve your current guest, there are some of the best practices which have been implemented by some hotels where you can transport this experience to your hotel.

- **Leave your mark:** The good mark can be lifted by you and your staff through the following:

1. Confirm that you and your employees have lifted good impression to the customer or guests during their accommodation in your hotel.
2. Place high criteria for your employees and allow them to know that the service cannot be touched. Moreover, the employees can be motivated according to the level of excellent commitment service.
3. Presents the gratitude when your guests feel happy and apologize if you are not able to provide the service which you promised. This will motivate the reactions suitably in positive way and allow the guest if you are interest in the way they feel.
4. Provide the help when necessary by many ways such as the employee who help an old person on climbing the stairs or provide a long chair to a family with a child can take a long way in gaining the trust of the guest.
5. Offer a gift to your guest when he leaves your hotel such as providing a box of chocolates as domestic memory. This may not require much investment but it may encourage the guest on writing a positive review. As well as, the gift elements can be specialized by printing the link of your social media and the link of the hotel website to be used to get comments (Pathak, 2015:350).

Keep in touch: Your guest should not feel that they are out of looking and they are out of the mind contact them by an e-mail after a couple of days or weeks from the leaving day to show that you remember them and in order to keep the memory of the hotel. As well as, you can send them an email in days when you have new services for specific days. The communication through the social media in order to keep in touch with them. Even if they visit your hotel or service for one or two years in a year, remember to pay to them an amount of interest as you pay for new customer. Keep in touch with them will make the hotel guarantee that if they plan to another holiday or they may suggest your hotel to their friend (Pathak, 2015:350).

Regard loyalty: the guest who still loyal to your hotel must be provided with special package and make them feel that it is special for them. Conversely, they can be given discount on their second accommodation as a price to their loyalty.

Know your guest in and out: Known the requirements of your customer and guests represent the thing which encourage them to return back again. These requirements include their interest, the preferred season, the preferred destination, the food traditions and preferred time. When knowing their requirement, it becomes easy to plan for the targeted marketing campaignssurrounding them. As well as, there is not adamant with the hotel policies. So, if your guest prefer the breakfast in at six clock or 11 clock, adjust his times. This flexibility from your side will make their accommodation more comfort and take you along way (Pathak, 2105:351).

Give and take on the spot: if your guest faced any lack in the provided services or the comfort means, you must be nicely to solve them and ask the immediate reactions which will help you to enhance your hotel services. The person can enhance gradually on constructing immediate reactions which provided to the guests. These actions will make your guest feel happy when they asked to evaluate the service or exchange their opinions.

Make every visit count: Ensure that the third or tenth visit of the guests is satisfied as the first visit. The returned guests come with specific expectations which must be

fulfilled or exceeded. Try to focus on proving the same quality of service in all of the visits.(Pathak, 2015:351).

Prepare your staff: Ask your employees to remember the guest who come for more than one or two times. The system of managing properties with the guests' suggestions can help them to get all of the details of the previous accommodations and the preferences on any reactions which left previously. So, the employees will be able to specialize the service. If you train your employees to provide personal services and also to deal with questions and compliance smartly, you will win the half of the battle if your employees fix and deal with customers effectively.

Watch your competition: It is necessary to watch your competitors all of the time as it will help you to study the strong and real points and watch closely the marketing techniques which are used to tempt the guests and guarantying its use is considered a strong tool to characterize your hotel from them. This does not mean to decrease the prices lower than the competitors but it means to provide better service which will be assessed forever. Confirm that your guest or customers are getting their real value in exchange of their money. The guest are tending to compare the hotels based on the services not the price only. So, whenever you give undivided interest and service without mistakes, you will be better than your competitors.(Jin, 2009). The hotels must not take the preserve of customer seriously because it may play a larger role to enhance the hotel. Increase the percentage of preserving the guest to more than 5% can increase the income of the company by 75% and 80% where about 20% of the incomes will come from the current guests only (Pathak, 2015:353).

From the point of researcher:

The first step to attract the clients of the hotel is the good marketing of the services provided by the hotel as well as the amount of products provided by the hotel as well as the competitive advantage of the hotel and using it in advertising for hotel products and focus on making agreements and contracts with institutions in need of hotel services. The second step is working on the comfort of the guest and generating a good feeling about the hotel services, as there are many details that may be

overlooked by the staff in the hotel which may be a great reason for the guest to create a bad impression. The third step is offering the services with confidence, welcome and willingness to answer any questions from the part of the guest and make good contact between the receptionist and the customer. In addition, the maintenance of the organization and the treatment of any defect or deficiency should occur very quickly to win customer satisfaction. The fourth step is paying attention to all the details of the residential unit in terms of distribution of furniture and cleanliness of the place (as this is mainly the focus of the guest), in addition to taking care of the safety of all the appliances, quality of lighting and provide all the services needed by the guest. The fifth step is related to adding special competitive features to the hotel in terms of inclusion of special services in dealing with the customer.

2.5. Sales and Higher Education

There are huge changes occur in the hotels and hosting sector which poses many challenges in order to overturn the whole educational operations including the educational syllabus, courses, educational practices, stakeholders in the educational field. The schools and organizational education must face the challenges and the knowledge economy seriously. Nevertheless, this may include restructuring the learning process in order to reflect the use of information in the real world and change the role of the teacher from a ready fact provider into the facilitator of the active teacher and change the specialist of libraries into effective collaborator in the curriculum and planning for the purpose of the effective use of information resources and their availability. In fact, the awareness specialists need to realize that the education is not saying, the learning is not absorbing and the knowledge is not static and reflect in their turn these machines and their evaluation. The new providers of the educational services are risen in order to fill the demand which cannot be neglected on the open, flexible and distant learning during the life and include the universities which targeting the profitability such as Accor University, the Kellogg University, and McDonalds Hamburger University; the virtual universities including Universities 21, a collaboration project of Thomson Learning and Universities 21, Singapore and University in the UK). Also, it include the multinational organizations

including Microsoft which their basic work is not the learning but they control the basic pillars of these processes (Jin, 2009:54)

One sides of the training on sales which must be taken into consideration is the relationship between the sales and the higher education. As well as, the sales of the hotels are continuing as a discipline, a profession and a functional area of the institution. There is a need to the collaboration between the industry and the teaching staff in order to create the study cycles in the sales field and get the bachelor degree in the hotels or general business. The widen participation must lead to develop courses which merging the developed knowledge and skills which reflect the variable elements in the selling and purchasing. The first hotel sales course at an American university has been advanced and educated in 1940 by the future President of Hotel Sales Managers Association (today HSMAI) Adrian W. Phillips. Fifty-four subordinates and pensioners from the Cornell University Hotel Department (today the School of Hotel Administration) attended the course on hotel sales promotion. (Dorf) It has been considered a revolving point for the profession, the relationship and the industry (Rached, 2015:63).

The administration of successful hotels include the hotels which provide programs to assign the qualified employees with high education, refine and enhance their talents by different training and educational courses which enable them to deal with practical complex skills. As well as, it include the operating and developing of the commercial business in the hotels and hosting sector in an effective way. The programs do not include only special interest to specific sector as the tourism and restaurant management but they cover all the sides of mutual hosting including the forums and training courses. The graduate of the hosting programs must obtain the extensive training and educational courses and they must be qualified and able to be employed enough in order to get the maximum benefit from their skills and talents in different skills such as the hotels management, sales and business and restaurants development (Jin, 2009:54).

2.6. The Basic of Sales Skills: Skills That Effective Sales Presentations Require

In the business of modern hotels, everything is associated to the efficiency of people and the characteristics of the employees where the level of service depends on the employees. The characteristic is about the knowledge, skills and thoughts which may lead to keep the hotel survive and develop it. Therefore, training of employees is necessary by many techniques where it increase the productivity while the employees are armed with professional knowledge by people with experience and thoughts. The employees must be provided with all of information related to the job. As well as, help them to know the importance of their jobs. The training and developing can be looked as it is a main tool in implementing practices and policies of human resources management. The successful hotels have many programs to train the employees as an important profitable strategy (Xiao, 2010:16).

2.6.1. Research and Interviewing Skills

The process of preparing the sales presentation to the new customers include high amount of research. There is a need to know the provided company to inside and outside in order to be able to provide the solution for a need or problem. The existing of good research skills means to be able to give the answers on many questions including:

1. Have I offered to this agent in the past? If so, what has done and what hasn't work?
2. If I haven't offered to this agent before, have I offered to related customers? What has worked (and hasn't work) with them?
3. What does my viewpoint or customer look like? (Size, number of locations, industry, annual incomes, customers types, etc.).
4. What are some of the challenges facing my guests? Who is their competition and what are the shifts in their industry?
5. How can my products or services help this customer to meet the challenges they are facing or to be more successful in their marketplace? (Xiao,2010:17).

2.6.2. Listening Skills

The successful presentation of sales include the ability of the seller to help the possibility of determining its real needs for him or for the organization. The salespeople needs to give the questions which help at this process by the ability of listen and understand what will be said to him. Currently, the good listeners are rare and the studies revealed that most of the listeners preserve less than 50% of what they have listened. Also, there are possibilities that they have listened to about half an hour of any discussion. It is not strange that the lack of communications happened in many cases and in order to be good listener, the person must be skilled the effective listen skills. There are five basic sides to be good listener and some of them may work but we need to the practices of others. Nevertheless, when you just use these tools with time, we will find that they are so easy. In addition, we will study too much about our prospects and get such results is better than the presentation of the sales which we own (Clampitt, 2005:52).

The listening skills include many principles which can be summarized as follow:

1. Pay close attention
2. Stop any mental chatter
3. Be frank and open minded
4. Be polite
5. Be careful

2.6.3. Effective Communication Skills

The communication skills are those tools which are used to remove barriers and obstacles in front of the effective communication. The presentation of sales is not just one figure in the communication way. The successful sales presentation include in addition to listen require to be able to answer the questions, fears or points raised by the customer. The person must be able to response carefully whether personally or across the phone or even by written. As well as, the person must be able to communicate clearly with the ability of solving the prospect problems if the prospect will become customer. While the communication of two way road, the person on the

other side without any barriers will try to send messages to us. Our ability to understand these messages clearly, can be left to depend on its skills on using the communication skills. However, the success of the communication with the agent will be left to the coincidence. Conversely, the person can use his communication skills in order to guarantee of receiving the message clearly (Clampitt, 2005:56).

Shortly, there is not just one point in the communication with the other person which we have to watch about the barriers. In order to be successful in the communication, it is significant to realize that these barriers can be occurred in many points in the communication process after or during the process of presenting the sales. The communication skills include each of the verbal and non-verbal communication where communicate with other also includes the non-verbal sides to what we say. In fact, it is considered more important than the words which we use. If the two conflicts, we will spontaneously consider the non-verbal communication we are getting across the verbal (Clampitt, 2005:56).

The tones of the voice is responsible to about 35-40% of the message which we send where it includes on the volume, moral and focus on our voice when we talk the body language. More than a half of the message which we send may be return to the body language where it is considered so important in presenting the data face to face because it is the mean of communication. An example of the body language includes the following:

1. Facial expressions
2. The way we stand or sit
3. Any swaying or other movement
4. Gestures with our arms or hands
5. Breathing rate
6. Swallowing or coughing
7. Blushing
8. Fidgeting

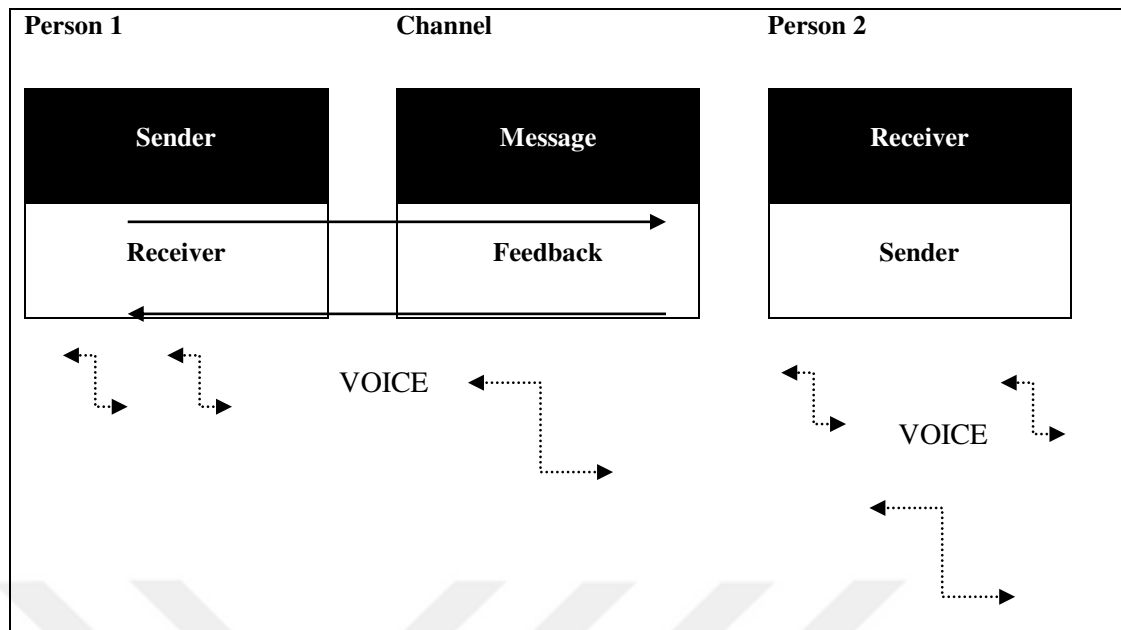


Figure 2. 2: Typical Communication Model

Source: Clampitt P (2005).

2.6.4. Solutions to Problems

The first step in solving any problem is to make sure that the problem which we try to solve is the actual problem which need a solution. Currently, the salespeople work side by side with portability to determine the problems which face by his institution and then he uses these information to provide solutions for the problems. The solution will be submitted before the sale presentation and the difficult situation of this situation is to guarantee that the problem which he tries to solve is the actual existed problem. For instance, when he firstly talk about and he said that it need special type of software. We can just provide s presentation about the program which will be the end of this. Instead, he can give the probable questions in order to determine the type of problem which they try to solve and then during the sales presentation, he will be able to:

1. Provide a product or more important solution than the required product.
2. Provide wider solution which he does not know that he needs or he wants it.
3. Provide extra products or services which promote the sales and exceed the expectations of the future.

4. Determine the extra wants which can provide the solution with other products or services.
5. Establish that there is no in the fact product or service which can solve the problem which may arise.

The last point which has been mentioned above may not seem as a solution which may be provided but in the fact that it can say that the fact may establish salespeople as a trustful source but the fact that it can say the fact may establish salespeople as a trustful person. There is a simple tool which can be used to solve the problems which is called “five of”. It is easy because it uses the questions “Why” which reach to five times in order to help to reach to the root of the problem. But if he deals with more complicated problem, there may be a need to know skills to solve the other problems (URL-8).

2.6.5. Organization Skills

The effective sales presentations demand that the salespeople must be carefully organized and has details about the products and services related to him in order to follow the whole research information which it collected by him or by his agents. Also, any other details which may demanded by the organization. As he collects the information from the probable agents, there will be a need to be able to organize these details in logical sales presentation whether this was in medium of a message, phone or in face to face presentation (URL-9).

Some examples about the more successful proposals include the use of calling management system if possible which help on following us when we talked or send an email. Also, when we need to call them another time Practically, we will be able to save the documents in each file in order to be able to attach presentations of sales, suggestions or another documents which you have created and sent to the agent. If we cannot get the content management, we must create special one for us by the use of Microsoft Excel or Microsoft Access. As well as, we must be able to win according to important and different values in determining how and when the calling is implemented and calculating each probability such as the volume of the organization, the industry type, the current or probable products and etc. Make a

template for the sales presentation which can be specialized for agents, industrials and singular products. This will provide the need to repeat the efforts to create the information which will be listed in each sales presentation such as the main benefits of our products or the information about the service in the company and communication information with instructions about the next step (URL-9).

2.6.6. Personal Skills

The personal skills include the people skills which help to work and establish relationship with others. In addition, they include the invitation of the prospect inside our organization. As well as, they are more than just the communication skills where they look like the people skills which come in a very natural way. The personal skills help on providing more effective sales presentations to work with the other and create relationships with them in all of the organization sides. Moreover, they help on creating the long-term relationships which they are important in transforming the prospects to the agents 'which have been preserved on the long-term.(URL-8).

The most actual personal skills include the following:

- **Courtesy:** There is a say which states that the good manners cost nothing. This is the fact which is there is no reason to be anything but be a polite when dealing with agents and expectations and it promotes the relationships and shows that one of them interest to make the other person relaxed.
- **Respect for others:** The good chance states that deal with other in the way which you want to be deal. However, the real expression about respecting is what is called 'platinum rule 'dealing with others in the way that they would like for you to deal with them.
- **Ability to see things from others' perspectives:** if he have probability or an agent who is not convinced that any product or service is the greatest option to their company and we need to be able to place themselves in the agent shoes in order to regulate what is their motivation is for both purchasing or for not purchasing.

- **Ability to understand various communication styles:** Every one has a way to communicate with the world and prospects may differ from one to another. These differences may create barriers in front of relationships establishment if he does not understand how it is appear. For instance, the person who we consider a foolish or cool may be it is a shy or the person where we consider intrusive or forward may be he is simply interest by people and it does not mean disrespect. This is just one figure of preserving on open mind when we deal with others (URL-8).

Table 2.1: The Output of Selling Skills

Output	Skills training needed
Complete thorough needs discovery	+ Sales opportunity management + Leading masterful sales conversations (i.e., core consultative selling) + Questioning skills
Inspire buyers, shape buyers' agendas for action	+ Presentation and storytelling skills + Selling ideas and insights (i.e., advanced consultative selling)
Sell value, reduce price pushbacks	+ Sales opportunity management + Core and advanced consultative selling + Sales negotiation
Growing key accounts	Strategic account management

Source: Schultz and Doerr, (2009:6).

Conclusion:

It is very essential and important to understand that "sales" is not only a career or a personality trait, but it is also a skill. Expert sales skills have the ability to create progress in performance despite all negative aspects like product shortages, rate structure, or market states. Since most hotel owners and operators are not perfectly efficient in operating the business and generating more profits, so it is more critical here for sales persons to be highly skilled and educated to ensure that the

organization is able to generate market opportunities and to deal with client objections and problems effectively. Formal training and educational programs are essential for hotel staff as a guarantee and the best insurance to get the most of market share and profitability, but these educational programs are not enough to ensure that each sales person is performing his duty with hotel guests perfectly, in other words, it is not enough for sales person to be highly educated, as there are some important "habits" that the most sales persons need to support hotel owners and managers in developing a highly effective sales activities (like listening, understanding the customer, being reliable and consistent and making balance between the customer and the owner .

Effective Communication:

Important points to develop the ability to communicate effectively:

1. Knowledge of self
2. Knowledge of others
3. Preparation
4. Ability to listen

In fact, the ability to deliver information is more important than the information itself, because it can issue long instructions to accomplish a simple job and vice versa. Regardless of the nature of the information you want to give in writing or saying there are easy rules to follow to achieve the best results:

1. All information must be provided without leaving question marks or unclear matters.
2. There must be harmony in thinking.
3. Information must be appropriate for the thinking of who receives the information.
4. Avoid using difficult or complex words.
5. Watch the tone of your voice.
6. Do not leave room for doubt or rumors.
7. Say what you want to all the people concerned.

8. Good speech is less and less.
9. Watch your movements and how you say information.
10. Support your information or words to implement, do not speak only.
11. You should follow up on the information you have given to see the results according to your expectations (URL-8).



3. HOTELS SALES STRATEGIES

3.1. The Strategies of Sales Activities in Hotels

One of the most common definitions of the term "Strategy" is that it is a business process which is adapted on a slow and careful way. For the purpose of organizing this kind of business processes, companies use a set of different elements that form their master plan necessary to indicate how the company would conduct its business activities and satisfy their customers' desires. This plan is composed of several elements as follows (European Journal of Marketing, 2009):

1. Mission
2. Goals
3. Objectives
4. Strategy

Darrell Zahorsky (NewYorkTimes Group) identifies sales strategy as "the planning of sales activities: methods of reaching clients, competitive differences and resources available".

This looks like the mutual definitions to the marketing planning and explain the need to the internal prospect in addition to the external prospect in the process of agents administration. Gosselin and Heene (2003) discussed that through the strategic background of the customers change must appear in the strategy of sales itself. Homburgetal (2000) the chift in the new sales strategy lead to the organizational change. In its more completed figure may lead the companies' strategy and place the whole responsibility in the hand of the salespeople and assign them the job as a ruler to these assets. In its core, the salesperson's need into motivations in order to push the activities in other functional fields and therefore, it plays a basic role in the strategy of the organization itself. The vital role of the sales has been determined as strategic guide to the organizations oriented to the markets in the previous literature. There are increased set of researches which associate the sales and marketing strategies (European Journal of Marketing, 2009).

The sales strategy can be defined as a plan which place by the business men or individuals about how to go forward towards selling the products or services and increase the incomes. In general, the sales strategies can be advanced by the company administration in addition to its sales, marketing and advertising managers. All of that comprises on the main points which must be fixed when talk to the probable consumers. Some of those points as those used by the marketer across the phone which must be memorized said later (URL-10).

The type of industry determines the sales strategy in spite of what has been sold by some company, it needs to determine the targeted market. For example, it is not correct for specific company which sale the children dolls to promote their products in the fashion magazines of men but determining the market exceeds what is clear. So, it is necessary to create different things such as the locations, gender, age and the consumption habits of the probable customer of the company. The entire firms must determine how to go to sale and advertising their products when creating the selling strategy. In other word, are the customer calling by the email? By the phone? Or by sending comprehensive marketing email? All of these method are used by many companies and more at seek to fulfill the probable customer needs face to face. Actually, much of how the salespersons go about brash products and services is byagain knowing her market (European Journal of Marketing, 2009).

The bestselling strategy can be constructed with the competition in mind and this means to understand what have been done to the interest of the opposed companies and even compact them in your selling strategy or even better whether by providing similar product with less price or marketing the product as it is the best one of its type. Sometimes the product will leave the style and needs into updates or even replace it. In another cases, the economic will determine the amount of the consumer wish in consuming on specific product. Understating these types of directions is considered a significant factor in placing the selling strategy. The best strategy is this which prepare itself early when the product s become less popular or when it is stayed in the markets. The organizations is considered the main factor to success in any industry and especially in the selling. Therefore, the selling strategy must include details about the roles of those who selling and how the administration of accounts

and regions are done and also the commission and compensation. Sometimes, strategies even shape inducements and bonuses for a successful sales register (URL-10).

Hence, sales strategy is a plan which is designed at a high level standard for the purpose of achieving certain objectives and reach one or more goals while working in difficult or uncertain economic conditions in the environment. However, this plan denotes several subsets of skills and programs including "tactics", policies, communications, training systems etc. It is "a comprehensive way to try to pursue the target market to purchase and reach the close sale while adapting the most developed methods to qualify the salespersons to start and finish the selling process and the actual use of the available resources of the businesses to achieve the desired results. Sales Strategy is an essential and very important especially in case that there is scarcity of the resources available in the companies on a way that hinders them from achieving their goals "on a small or a large scale". In general, Sales Strategy is a process which involves determining a set of goals, actions, and using different resources to put or turn those goals into actions. A sales strategy indicates how useful the resources are to achieve or reach the ultimate goals put by the businesses in the primary plan. Sales Strategy involves in its main structures many other strategies or activities such as strategic marketing or strategic prices which determines the effectiveness and efficiency of the sales strategy itself. Sales strategy is also like a pattern in a stream of decisions "chosen through various socio-economic context" which enable the organization to shape, formulate and guarantee the future of the organization on the long-term.

3.2. The Difference between Strategy and Policy

The strategy defines as a game plan which is chosen to manage the organizational goals, get the trust of the agents, achieve competitiveness advantage and get a position in the market. Also, it is a mix well-thought intent carefully and the procedures which lead the organization towards its required position or destination. It is a unified and integrated plan in order to achieve the basic goals of the organization such as

1. Effectiveness
2. Handling events and problems
3. Taking advantage of opportunities
4. Full resource utilization.
5. Coping with threats.

The strategy is represented in a mixture of the designed flexibly organizational movements which through the organization can compete with others and the face of this strategy can be explained as follow:

1. It must be planned from the high level management. Nevertheless, a sub strategies can be placed by the medium administration of the organization.
2. It must include long-term prospects.
3. It must be dynamic in its nature.
4. Its main goal is to overcome on unconfirmed cases.
5. This must be done on a way which achieve the best use of the rare resources.

Also, the policy is considered a small statement and a set of concepts and rules which face the decision of the organization (URL-11). The policies are placed by the higher level management of the organization in order to be as the directional concept to take the operational decisions. It is useful to raise the rules and values of the organization. Moreover, it work as a base to direct the procedures. The policies have been designed by taking the opinions and the general opinion for a number of people in the organization about any status. It is made of the experience and the basic understating. At this way, the person who fall within the framework of this policy will be agreed exactly. Moreover, the polices help the management of the organization on determining what must be done in specific status and it must be applied in organized way on long-term period in order to avoid the interference and contradictions.

Key Differences between Strategy and Policy

The main difference between the strategy and policy can be summarized as follow:

1. The strategy is considered the best plan which can be selected from a number of plans in order to manage the organizational goals and derivatives whereas the policy is a set of rules and mutual systems which configure the base for the daily decisions and the strategy is a work plan whereas the policy is a work concept.
2. The strategy can be modified according to the status and therefore it is dynamic in the nature. At the reverse, the policies are unified in their nature. Nevertheless, relaxation can be made for unexpected status.
3. The strategies are focused in taking the decisions whereas the policies are directed towards taken the decisions.
4. The senior management is always placing the strategies but the sub strategies are formulated on the medium level and on the reverse from the general policy where it is in general is implemented by the senior management.
5. The strategies are addressed the external environmental factors and in other hand, the policies of the internal business of environment are placed (URL-11).

The strategies and policies are different in many ways and in general the policies are formulated by the senior manager whereas the strategies are always enclosed by the medium management. The policy help the senior management to deal with a routine kind of problems without the need to the meddle of the senior management. The policy deals with the procedures and thoughts while the strategy deals with the procedures more. The policies are rules of the activities which face repeatedly in the organization. In another hand, the strategy is formulated always to deal with goal or new problem which have not been faced before. The process of formulating the strategy and policies are similar. Nevertheless, in formulating the strategy, it is difficult to determine and analyze the associated factors to the problem (URL-12).

3.3. Importance of Sales Strategy

The key of growth and development is the strategy of work and sales. It has been mentioned that the final plan has not any value in general but the planning carefully is considered very important matter. If we do not have a strong business strategy, we will fly blindly. In other word, while the traditional plan may be changed according to what's going on with our business, take a time for comprehensive study where this work is now the head and give us the information to make the changes on clear background.(URL-13).

Why Work on Business and Sales Strategy?

The answering of this question is to concentrate on the targets. The strategy creates contexts to the operating decisions. As well as, it provide the direction to take the decisions. Our strategy promotes the skills and experience of the employees, determines the marketing and advertising, the priority of the initiatives and clear path to the produced sales team, less waste of time, increase the sales and profits and promoted value from our business. (URL-13). The necessary plan to direct the decision making is the resources of the channel and determine the goals and because of this, formulating the strategy deserve enough time to be developed. The strategy enable us to focus on our priorities and the largest chances to manage the success and it is the method which through the company fulfill its challenges and the available chances (Bhanu, 2015:13).

.the strategy is a set of selections which determine the nature, direction and the value of the system in the company. Moreover, it is the mental which must be understood by each person in the company and it is used to direct the decision making in the company. When placing the strategy, the leaders take adult decisions about who they are and what they stand for (Gregoris, 2010:5).

1. What are our core values and beliefs?
2. What target markets will we specialize in and serve?
3. What products and services will we offer and how profitable is each one?
4. What competitive advantages will cause us to succeed?

5. What core competencies must we have to fuel our growth?
6. How will we sell our products and services?
7. How will we market our products and services?
8. What infrastructure, core processes and resources must we have to succeed?
9. What financial results will we achieve?

The following is the most difficult part which is the plan execution and the researches emerged in the last few years many reasons which led to the failure of the companies including the following:.

1. **Poorly Understood Strategy:** most of the firms have strategy but according to one research, less than 5% of its staff knows what this strategy is.
2. **Weak Strategy Execution:** studies and researches refer that about 90% of the strategies fail because of the lack of implementation.
3. **Inability to Adapt to Change:** when the business gets plans, the challenges of each thing around is changed. It may lead to corrode these plans gradually if the organization enable to adopt and continue in focus.
4. **Lack of a Systematic Approach:** there is a need to the discipline in all the size of the organizations.
5. **People are Not Engaged:** the workers who work is the person who committed personally by the goals of the company. Unfortunately, 90% of the time is passed only in the commitment with the fact. If you are not able to participate the persons, any development will not be continued.
6. **A Gap Between Knowing What To Do, and Doing It:** many things may occur in the way including replacing the discussion about the job. The fear of the employee or the lack of trust in the administration by the use of the company history instead of the well judge to implement the job and design in bad way (Bhanu, 2015:17).

Hence, sales strategy is a plan which is designed at a high level standard for the purpose of achieving certain objectives and reach one or more goals while working in difficult or uncertain economic conditions in the environment. However, this plan denotes several subsets of skills and programs including "tactics", policies, communications, training systems etc. It is "a comprehensive way to try to pursue the target market to purchase and reach the close sale while adapting the most developed methods to qualify the salespersons to start and finish the selling process and the actual use of the available resources of the businesses to achieve the desired results. Sales Strategy is an essential and very important especially in case that there is scarcity of the resources available in the companies on a way that hinders them from achieving their goals "on a small or a large scale". In general, Sales Strategy is a process which involves determining a set of goals, actions, and using different resources to put or turn those goals into actions. A sales strategy indicates how useful the resources are to achieve or reach the ultimate goals put by the businesses in the primary plan. Sales Strategy involves in its main structures many other strategies or activities such as strategic marketing or strategic prices which determines the effectiveness and efficiency of the sales strategy itself. Sales strategy is also like a pattern in a stream of decisions "through various socio-economic context" which enable the organization to shape, formulate and guarantee the future of the organization on the long-term.

3.4. The Different Types of Hotel Sales Strategies

The commercial and economic pressure was the reason behind the emergence of the marketing and the need which arise to focus on adopting a set of administrative measures in order to fulfill the needs of agents. The marketing in the hotel industry is developed and it is similar to each other industry. The main reason of marketing in the hotel industry is because of the growth of the employees which they need into the accommodation and increase the champions from the providers of the accommodation. Moreover, the hotel industry became market more and more real where the competition is increased globally and the win agents become problem. Therefore, there is great transformation in the marketing (Cooper et al, 2008:364).

3.4.1. Marketing Strategy in Hotel Service

The marketing of the hotel industry cannot be debated without referring the situation of the market. Kotler stated that determining the positions is the design work of the company and an image to occupy special place in the mind of the targeted market. The basic logic to place of the hotel services is to create a trade mark in the minds of agents in order to make the company able to achieve the greatest amount of benefits which derived from the agents. Moreover, the situation of the product helps the hotel to distinguish its products and services. More focus is based on the situations what the guest obtain or benefit from the housing in the hotel or use it services. Naturally, the final target of this situation is to be in comfort side for both of the parties where each of the service provider and the hotel guest may be benefit from this deal. In order to achieve efficiency and affectivity of determining the situations is a basic condition that the hotel is able to determine the targeted market. When the products and services of the hotel are placed in the suitable place inside the mind of 30 of the agents, the hotel can make the suitable investment in using its resources and skills in the market which means that the product or the suitable service will be placed in the market in effective price in terms of the cost (Kotler et al. 2009.)

The hotel industry is considered a competitiveness industry because it demands from the hotel to formulate dynamic formulation which can be adopted with the change in the market environment and the competitiveness ability of the market in addition to the economic climate. The final goal from the emergence of the marketing strategy is always to determine an opportunity to serve the market in comfort and effective enough in order to the extent which becomes difficult if it is not impossible to another company to take over the project without fall into losses. Some authors think that in the first stage from the beginning of the hotel business, the hotel will not achieve income until the second year and the hotel may start its income in the third year. In other hand, the other marketers think that in the hotel industry, the hotel may start in achieving profits immediately from the first year to the entrance of the industry if the correct marketing strategy has been used (Talabi, 2015). The staff of the hotel which aims to achieve profit need to deep understanding of the marketing and how to collect between different marketing strategies such as price, product, promotion and distribution.(Kotler and Makens, 2010).

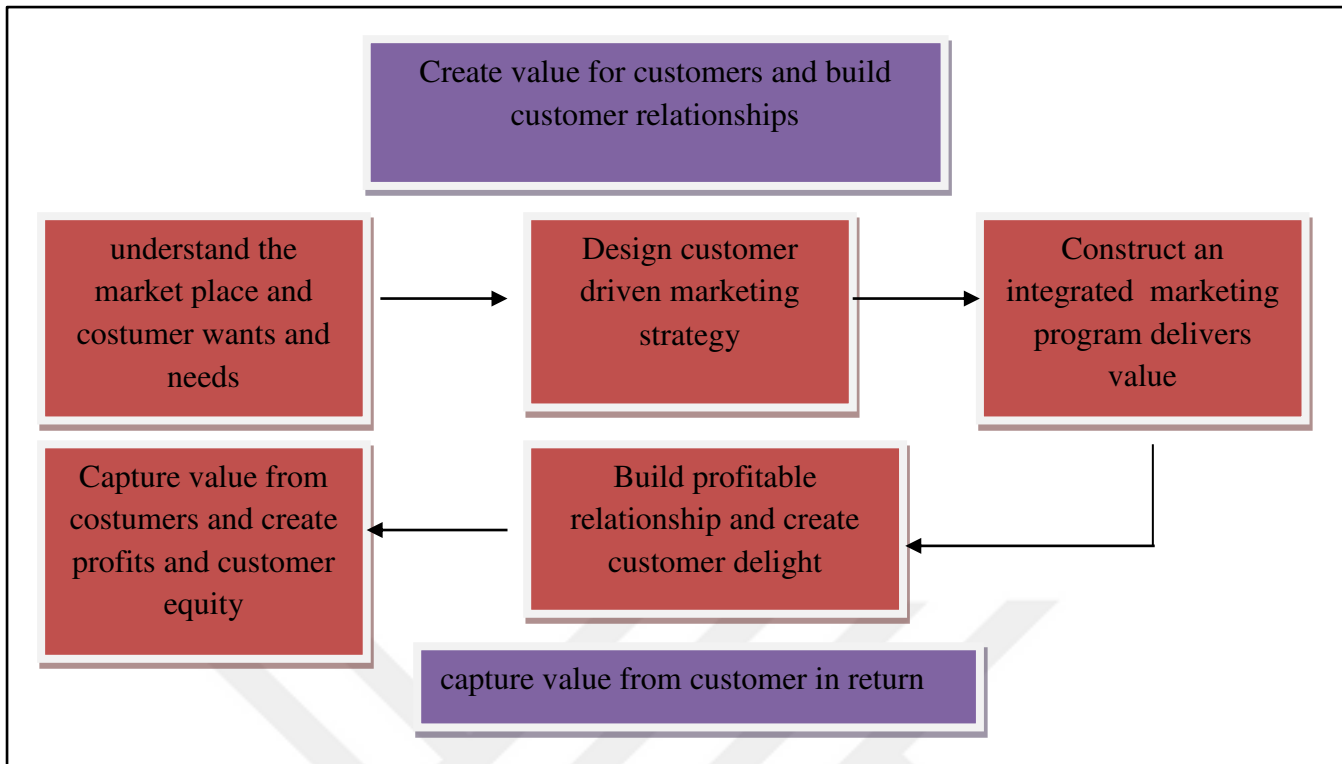


Figure 3.1: The Marketing Process

Source: Kotler, (2009)

A simple model of the marketing procedures form five points is explained in Figure 3.1. In the first four steps, the organizations function on understating the guests, create the agents values and establish strong relationships with the agents. So, in its turn it is the valuable steps of the agents in the figure of the sales and incomes in long-term property rights. The first three steps in the marketing process is to understand the market, the needs of agents, design strategy of the agents and design paid marketing strategy to the agent and prepare a comprehensive marketing plan. Each of which reach to the fourth step is the important in creating a successful relationship with agents (Kotler, 2009).

3.4.2. The Product Knowledge Strategy

The term product is covered anything which provided by the company to the agents in order to fulfill their needs in addition to the physical products which presented to be sold, there are also the services and skills. As well as, the non-profit companies are marketing their services tothe probable agents. Increasingly, the educational

institutions, charities, libraries and museums get benefit from the marketing styles. There are number of ways to classify the products depending on the basic which have been selected for the classification. For instance, it can be distinguished between the consumed and industrial products and the classification here depend on the consumer or purchaser (Gregoris, 2010:7).

Understanding the goods is creating the success of the sales and all of the experts agrees that the knowledge of the basic of the product at least is very important issue in order to be sold effectively. Nevertheless, understating your product is more beneficial. The difference between known the product and understand the product. The knowledge are the facts and numbers while understand is about managing how these facts effect the owner of the product (Gregoris, 2015:10).

Knowledge Processes

The process part of knowledge can be classified in the strategies framework within five groups including acquisition, companies, sharing, use and creation:

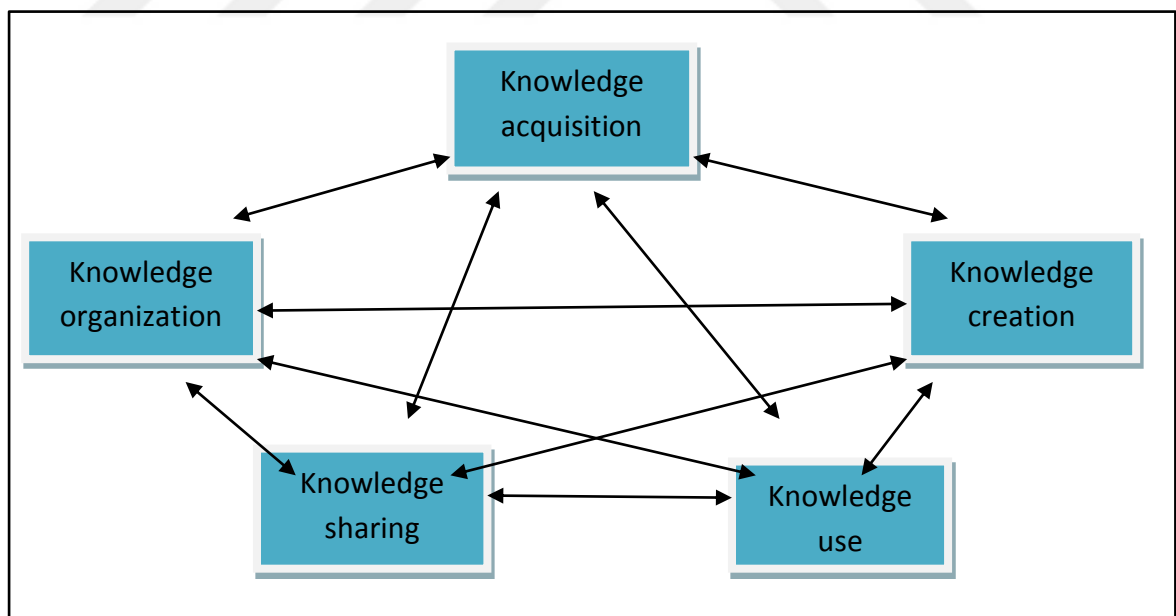


Figure 3. 2: Knowledge Processes

Source: Gregoris (2015:19)

The knowledge of goods in exchange of understanding the product looks like the variance between the characteristic and benefits. As you say “characteristics and

sales benefits” the salespeople who focus on knowing the product without understating the product is losing the trade mark. For instance, a person who sale the cars and he may know everything about the modern models. The previous mentioned comes under the category V6 or V8 and colors available for patenting and if it is come with the knowledge engine of the product. But the salespeople who understand his product knows each of these factors in different contexts. It is necessary to know the product for the salespeople but in itself it can create a bad status of “expert-it's,” especially with salespeople of product or high quality service. The result in many cases that the salespeople who hold the characteristics of the product knows little or nothing for most of the expectations. Addiction on the industrial terms is a collateral damage. In the extreme cases, these sides of the experts can make the field for the salespeople exactly understandable and if you do not know what he say to you, it is not possible to purchase from him (Gregoris, 2015:20).

In other hand, understandingthe product allow the salespeople to provide these technical details in terms of the facts mean. Therefore, the new computer with binary processors and two Tera Bayt of storage on the hard disk can store a lot of information and it is still working in high speed.

The best way in order to make the jump between the knowledge and understanding is to use the product by yourself. If your company allows to reach the products freely, in all of the means you can use these products as you can as possible. If you have the ability to reach copies of models of your competitors’ whenever it is better. You have the ability to explain how your product differ to better than the other products. If your company does not allow to reach to the products by yourself, the best next selection is to make the market researches. Make meeting with small number of the best of your customers and ask them to tell you their experience with the products of your company. Try to make clear that you want to know the fact of the product since there will nearly permanently methods in which your products are both good and bad and the more you know about both features, the better (Gregoris, 2015:21).

The food and drink include the provided service to the customer. In terms of the food and wide range of drinks, it includes a wide menu of lists and the service styles.

Contracting with a school in the field of hosting will help on understanding that you have to be on a knowledge from the customer needs and the correct method to perform your duties in order to fulfill the standards of the customer service. The customer service include the following :(Coney and Best, 2014:4).

1. Providing help to agents.
2. Dealing with their reviews.
3. Finding the right solutions to problems, queries and requests.
4. Guaranteeing that the agents' needs are fulfilled.

In order to deliver high quality and professional services to your customers, you must have developed skills in dealing with people in addition to a good knowledge about products and services which provided by your institution. The knowledge of the product can be defined as it is the body of the organizations to the information about the products and services which provided to the agents and can be used to effect on the agents and lead to achieve their satisfaction. Thus, you need to know everything about the products which provided by your institution carefully in terms of the list of products, cooking types, the prices and the ability to recommend that these groups are varied according to the agent needs. The presented products will differ from one organization to another but whenever you are, it is our responsibility to know what is selling. The types of products which may be requested to be identified are listed in Table 3.1.

Table 3. 1: Types of Food and Beverages

Types of Food:	Types of Beverages
Appetizers	Wines
Soups	Fortified wines
Entrees	Spirits
Main meals	Liqueurs
Desserts	Beers
Cheese & fruit platters	Non-alcoholic drinks
Snacks	
Specialist cuisine items	

Source: (<https://clubtraining.com.au/2012/11/22/working-in-hospitality-product-knowledge>).

The purchase decisions for many agents will be depended on the consulting and the deep of knowledge about the provided products. You are in a situation which enable you to effect on the purchase decision and provide the products and services which fulfill their needs. Work in the hosting and hoteling industry require from you to get on a deep knowledge about the products and service) (URL-15).

Therefore, the knowledge is the most impressive part in any business plan, especially for retailers, as it offers a big guarantee to produce more sales. The costumer would not be able to buy a product without a good knowledge about this product and how it would meet his needs. It is essential for the retailer to get enough knowledge or understating of his products in order to reach close sale with the customer through using various approaches and methods to present the product or service when the salesperson is quite confident about his knowledge of the product, he will be able to complete the sale (URL-15).

It is also essential to deal with customers according to the category of them using different and proper communication skills depending on the sales situations. The successful sale organizations always attempt to adapt different and unique training methods, as to teach their employees to focus on how to present the products on a way during which the customer would get a real benefit and not just making a purchasing process and see the possibilities of how to get the customer to the product he really needs (URL-15).

3.2.3. Customer Behavior Strategies

Schiffman and Kanuk,1997 presented a study which demonstrate that the behavior of consumer focus on how the decision can be made in order to consume the available resources including time, money and effort on the items associate with the consumption. The field of the consumer covers a large amount of the land. According to Solomon (1996), the behavior of the consumer is the study of wishes where the individual and groups can participate in the selection, purchase or use the products, services, ideas or experiences in order o fulfil the needs. The formal definition of the consumer consumption is provided by Belch (1998) and states that it is the effective operation where the person participate when searching in order to

select, purchase, use and assess the products and services to fulfill their needs and desires. The behavior is occurred whether to the individual or in the context of group or organization. The behavior of the individual includes the use of products and services and waste them. Moreover, study on how to purchase them. The use of product is always a large interest to the marketer because this may effect on how to place the best product or how we can encourage the increase of the production.

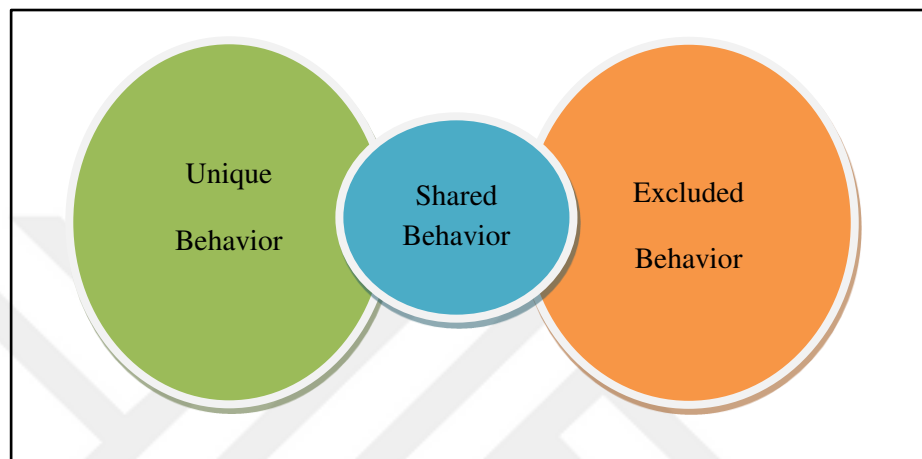


Figure 3.3: Shared Behavior
Source: Coney and Best (2014:4).

The social situation for all of the countries and groups differ from one to another in different countries including china where this countries tried to have a society without levels but it did not achieve large success. Therefore, the social division is a fact of the facts of life. As shown in Figure 3.3. that the behavior of all of the social levels is unique inside themselves (Coney and Best, 2014:6).

The unique behavior means that each social group have special style of purchase, education, occupation and entertainment. This is an important concept to understand the consumer needs and therefore, it is important to place strategy of marketing. There are many behaviors which are mutual between the social groups and all of the social classes behave similarly without significant differences. This behavior is mutual behavior and the excluded behavior is the behavior where the social values cannot indulge inside it where they try to avoid this behavior because it is interfered with its values and standards. This behavior may include the behavior of eating which can differ from one place to another. Also, it may include the purchase

behavior such as the places which you avoid to go to them for example discount stores and similar for the high level class (Khan, 2006).

The Harvard Review claims that the customers who have high experiences in the past with specific company will trust more than 140% as compared with people who have weak experiences. It is clear that there is a relationship between the experiment and incomes where this matter is applied in the hotels and hosting industry.

The Hospitality Industry Should Be More About Hospitality and Less About Industry:

The hosting by its definition means a great experiment while the definition of it is the friendly reception to the customers, guests or strangers. Therefore, it is not just the reception of the guests and send them to their rooms and it is not just taken their money. In fact, the concept of money has been mentioned even because the hospitality is to welcome people and make them feel by satisfaction. As well as, it is industry which means that the money must be done but the basic concept must not change otherwise why we call it the hosting industry and we do not call it housing industry (Kkhan, 2006).

Many companies focus on the hosting variable of the equation by providing the guest an amazing hosting experiment. The most important side is that the industry will be raised. A fact Choice Hotels has been discovered when they made a study in order to know if there is a relationship between the experiment of the guest and the incomes. The researchers discovered that 25% of their properties which achieved the highest incomes in terms of the ability on recommendation has generated revenues to each available room which was better than the average while the reverse was true for these real estate with lower recommended degrees (Coney and Best, 2014:8).

Forrester Research company supports the researches about the concept that the guest experiment is directly associated with incomes because it refers to the existing of strong relationship between the agent experiment and loyalty. The guest will get on higher age value but he will cost less than that because it is better to keep the guest more than what they are in order to attract new agents (Coney and Best, 2014:8).

Improve the Guest Experience to Generate Higher Revenues:

The first thing which has been implanted by Choice Hotels after conducting their researches was to know out which elements had the largest effect on the Likelihood to Recommend Scores. Later, they focused on enhancing the most important factors in all of their properties which led to enhance their experiment of the guest and incomes for more than 18 million dollar.

Know Your Guests:

Probably, this is the most important things which can be conducted in order to enhance the guest experiment because if you know your guests, you will know what you have to do in order to make their accommodation joyful. The participation is the greatest key but how you can engage your guest when you do not know anything about them? Generally, the guests expect a fast service but also the quality of service is also important. In order to achieve the quality, you will need to understand what they like and what they dislike. This can be accomplished easily when the guest are come again because you can know their old information. Moreover, this can be done with the new guests politely by ask them to fill short questionnaires when they book a room (URL-16).

The properties management systems and agent management systems can be used in order to automate these processes. The information related to the old guest can be displayed automatically when one of the guest call the hotel whereas the questionnaires can be sent to the new guest when they confirming the book which make the whole process more effectively (URL-16).

Understating your guest is the basic in order to create an amazing experiment. After getting these information, a group of procedures can be implemented to enhance the experiment of the guest including:

1. Applications must be created to your employees to allow them to receive the guest at the moment where he reaches to the hotel in order to be received by name.

2. A digital communication system based on text must be available which through the guest receives a personal responses such as allowing them to order from this menu the room service through the applications on their phones.
3. Ensure that their preferred drinks are available at the small fridge.

As you done to enhance the experiment of the guest, these guest will be so loyal and the loyal guests are the key to enhance your last line (URL-16).

The world has changed because of the internet. So, consumers are not considered anymore bow and scrape to companies. Currently, at the reverse and it is to high degree how it must be because of the way where the consumer have been developed. The independent companies can compete with other and with the huge trade marks. This means that the independent hotels in stronger position than the status in the past to be compete and win. However, this can be difficult and it needs to be able to fulfill the guests' needs and change their demands. You must adopt rapidly to change their needs. Therefore, let us take a look on how to change the guest's needs.(URL-16).

The consumer behavior change quickly and the traditional modes will be changed with the traffic movement of the hotels to include the social networks. According to Google, in 2012 the social network in the internet occupies the second largest activity on the internet in terms of popularity and it is extended to include the marketing. The hotel need to be available on websites such as Facebook but its content must stay good and associated with the society of Facebook. Facebook is used by the companies as a marketing tool to increase the awareness by the trademark with new people and establish stronger relationships with the targeted markets. In spite of that the judge is still out whether if the Facebook and other social networks can ask money to the real incomes of these companies. The values of these sites depend on their value on creating the aware by the trade mark and social interest by the singular hotel (URL-15).

Guests No Longer Limit Their Choices to Big Brands:

Three decades ago, the guests were tendering to catch the large trade marks for only one simple reasons which is the reliability where they knew that they can depend on specific level of service when they stay in the hotel with large trade mark they have not any mean to determine the type of the independent hotel. All of they can do was to depend on the marketing and advertising and we know that they are not always transparent. Due to the presentation on the internet networks, this evaluation is not important factor where the travelers can determine the type of the hotel which make them more tend to the adventure. Currently, the guests are more exposing to book an independent hotel because they look forward to immerse themselves in the local culture in their destination, and that is somewhat chain hotels are infrequently able to offer (URL-15).

This means that the positive presentations are necessary because great percentage of the travelers use these presentations in the decision making process. Therefore, the moist reviewed hotels are more occupied by the guests and the competition is not anymore in the trade mark but it is on the guest experiment and how it was good and how to leave a positive reactions at your guests (URL-15).

From the point view of researcher:

It is essential for any organization or firm when trying to enhance its position in the market to put into consideration to study or to have knowledge about the customer behavior and his prime preferences for the different types of products. And that would basically include the psychology of the consumers and the way he follows to make a certain option between different alternatives (e.g., ships, buses, hotels, package tour). This also includes how the surrounding environment (culture, media, family, friends, habits, etc.) Affects consumer decisions and drives him to buy. The organization ability to activate and enhance its marketing outcome mainly depends on the formulation of consumer knowledge or information processing which enables the organizations to determine the consumer motivations and abilities which differ between different kinds of products. Thus, the strategies here are to offer effective

methods and campaigns to reach the target market more easily and effectively depending on forming a broad system of data about the consumers and the product disposal in the market.

3.2.4. Management Strategy

The administrative strategy is necessary to be determined. The administrative strategy is the research field that comprises the procedures which through the companies determine their skills, visions and goals. As well as, it is formulated and implemented the strategies on different levels of hierarchies in order to create and preserve their competitive advantage. Moreover, it helps the organizations to give priority to what is important and provide comprehensive vision to the organization. It includes two stages which deal with configuring and implement the strategy in organizational framework. The framework of the administrative strategy is shown in Figure 3.4.

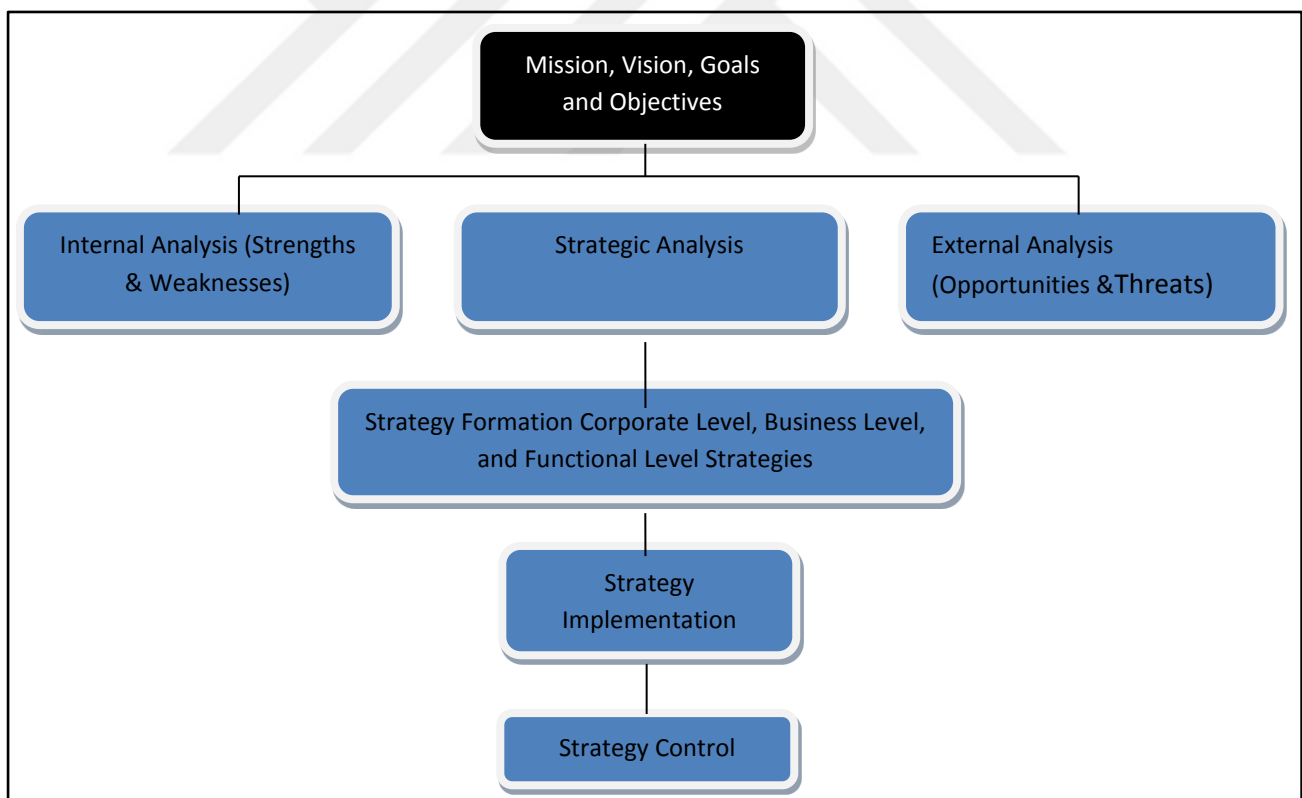


Figure 3.4: The Strategic Administration Framework

Source: Okumus, Altinay and Chathoth. (2010:19)

Currently, the services are configured an important part of the global economy. It is approximated that more than 70% of the gross domestic product of the development and collaboration countries in the economic field (2007) comes from the service industry. Furthermore, it is expected that this importance will increase in all the parts of the world in the developed parts of the world in addition to the developing countries. Indeed H&T is significant sector in services mostly in the developed countries. In the services sector, the H&T industry is regularly named as the number one industry in teh world in terms of generation of revenues and employ. Through the last three decades, the H&T industry are developed quickly, and now it has become one of the most conspicuous sectors of the service industry (Okumuş, Altınay and Chathoth, 2010:19) .

Companies and institutions which operate in the H&T industry can be grouped under different classes reliant on their main actions, size, income intentions, and topographical coverage. In terms of their primary services, organizations can be categorized as follows:

1. Tourism and transport
2. Accommodations (lodging)
3. Food and beverages
4. Entertainment and leisure
5. Travel offices or destination management companies
6. Nongovernmental tourism administrations

Moreover, all of these are usually recognized as a subsector under the H&T industry. Furthermore, each one of them can be more classified to many sub groupings. For instance, under lodging, there are hotels, motels, guest houses, hostels, villas, and time-shares. Many of these institutions can be more grouped depending on their level of service such as luxury accommodation, boutique accommodation, midmarket accommodation, and budget accommodation, or according to their star ratings, such as five-star (diamond), four-star, and three-star hotels (Okumuş, Altınay and Chathoth, 2010).

One of the most common questions is that how to use and apply the general administrative strategy and its models in determined contexts. At this part, we will study on how these theories can be applied in specific H&T industry context. Most of the administrative strategy tools, models, techniques and theories have been placed traditionally to the transformational industry sectors in the United States. Later, they have been applied on the sectors of another industries (Okumus and Wong, 2005). Nevertheless, H&T organizations that are worried with a service-based output reproduce the distinctive features found through the service sector. This comprises the participation of the agents in the process of services provision, synchronous, perishability, non-ability to interact, heterogeneity and the static costs to the provided services. As it is clear previously, there are different types of companies with unique characteristics in the H & T industry (Schumpeter, 2007).

McGeehan and Porter (1997) and Porter (1980) argued that the context of the industry is an important issue because it may include direct or indirect effect on the strategic decision making process and on the productivity and probability of the organization. This reflects to what is called “outside”. Conversely, Equally, Baden-Fuller and Stopford (1994) claimed that the internal characteristic of the company “the internal” point of view are the most important issues and not the industry. Thus, according to Baden-Fuller and Stopford (1994), the successful companies and organizations can use the industries crisis of small companies. For instance, Southwest Airlines was comfortable and successful in the seventieth while many airline companies faced great challenges where some of them announced their bankruptcy. Therefore, the structure of the industry and its characteristics is considered to have collateral importance. According to these opinions about if the tourism context or the context of the singular company is more important when placing strategic plan. Thus, we suggest a different point of view but more comprehensiveness about this controversial issue (Schumpeter, 2007:860).

According to McGeehan and Porter (1997), it is supposed that the structure of industry and the single features of the H&T sector do matter and that they can have a perfect effect on the strategy-making process and on the efficiency and effectiveness of H&T organizations. Thus, we must to have a well and deeper consideration of how

the external environment impacts the industry of H&T. We more recognize that the industry setting is one of the dimensions effecting the administration performs in H&T organizations and their performance. Shortly, the setting at both the industry and the organizational levels is vital if one is to excellently use and apply the theories of strategic management and models in H&T organizations (Okumuş, Altınay and Chathoth, 2010:22).

The importance of the context in placing the strategy means that the previous argument in all of the industrial sectors and not only in the hosting and tourism. All of the issues associated with the strategic processes and the content of the strategy is always framed at this determined context. In other word, we cannot separate a suitable strategy from the industry context or from its internal organizational context (Okumuş, Altınay and Chathoth, 2010). When we look at the strategy literature in the field of H&T, we see that the date of the strategy research back to the early of the eightieth of the last century and the focus of these studies was mostly theoretical in nature and concerned with strategic planning rather than strategic management (e.g., Olsen and DeNoble, 1981; Reichel, 1982. Toward the end of the 1980s, empirical work was more obvious, with the focus being mostly on environmental scanning and strategy and structure alignments (Amico, 2015).

The global context is attracted a high amount of interest in spite of that most of the researches at this field were descriptive in their nature to high extent with limited amount of the directed activity towards the theoretical development (Amico, 2015).

This is an early study associated with the international dimension which is the study of Dunning and McQueen (1981). In terms of the methodology, it is difficult to be generalized but some researchers in the field of strategy in the United States were tend towards the research based on the questionnaire study. Whereas the European researchers used largely the researches directed to study the status (eg., Taylor and Edgar, 1996; 1999). During the last years, there are many efforts have been made in order to display the current level of the strategic researches in the field of H&T. In the tourism sector Athiyaman (1995) displayed the strategic literature at the tourism field. Nevertheless, all of these studies and researches have not tried to collect the

strategic researches in the field of H & T. instead, they focused basically on indexing the associated studies for instance, Athiyaman (1995) stated that the strategic researches in the tourism field are approximately do not existed. In other hand, Olsen and Roper (1998) and Tse and Olsen (1998) referred that most of the previous studies in the field of hosting fall in the analytical strategic field and there are limited researches about implementing and evaluating the strategy. Pointing to the classifications which provided by Hoskisson and colleagues, (1999), most of the present plan work in the H&T field can possibly be located in primary improvement or under the industrial economics area. Over, from the viewpoint of various strategic management schools of ideas (Mintzberg et al., 1998), apart from some concessions including Edgar and Nisbet (1996), Okumus (2004), and Okumus and Roper (1999), most of the preceding work on strategy in the H&T field can be put under the conventional planning school.

For instance, after linking the strategy literature in the general field and the strategy literature in the H&T field, Okumus (2002) argued that H&T studies and researches inclined to follow key strategy research subjects and trends nearly two decades later than their complements in the strategic administrative field. In summary, the strategic management research in the H&T context includes a praiseworthy prominence on the application of industry, but no famous theoretical assistances have been made to the typical strategic management field. One reason for this is that strategic management did not seem on most H&T syllabi until the 1980s, and this in itself would account for the gap in mainstream comforts. The other reason is that most of the research through this period has been performed by researchers at Virginia Polytechnic under the direction of Professor Michael Olsen, who has a strong promise to the “co-alignment principle” which is extremely imbedded in the planning school. Those who assume strategy studies in H&T naturally meeting a view of strategy which is very much rooted in the viewpoint of classical planning, and thus, they tend to supervise the significant expansions that have taken place in the last 30 years (Schumpeter, 2007:864).

There is another reason which is that many researchers and academics who participating in the teaching and the strategic researches in the field of tourism and

hosting were not formal training on the strategic management but they were more general in managing the hosting or managing the background business, thus, the lack of exposure to the generalization and the limited number of specialists in the strategy is probable to be more contributed factors. Nevertheless, there are still opportunities to the high quality strategic researches to each of the academic society and the industry practitioners. Lastly, limits of preceding research are not single to the strategic management on H&T organizations. Olsen (2001) and Weiler (2001) both argue how literature and scholarly actions in the H&T field are rather incomplete and mostly theoretical. Thus, alike commentaries can possibly be made for the literature in other areas such as marketing, human resources, operations management, and financial management in the H&T field (Okumuş, Altınay and Chathoth, 2010:92).

Finally, the main conditions of success for any business organization in the market are to create value for its products, and as a result, a value is created for its stakeholders. This is done through several procedures among which the most important is to adapt a definitive and formalized approach to get the superiority over its rivals in the market, and this would be mainly achieved inside the realm of strategy of management being at the core of the procedure. It is imperative for the firm to create a competitive advantage in the market through the formation of a strategic management which enables it to stay in constant evaluation of its market position, and this would include the evaluation of the external and internal environmental factors which are constantly changing and associated with creating and sustaining competitive advantage for the firm. Management Strategy is a long term process which is concerned with asking questions about what business the firm is in or would like to be in, these questions are mainly about the possibilities of creating some values during the selling activities or creating the process of diversification (to be a broad differentiator) or creating a new line of the different products at hands at the present. This would also include getting to know the real position of the firm in the market and this followed or entails several management processes (like benchmarking and Feasibility measurement), with a great focus on the issue of costs and profits.

3.2.5. Innovation Strategy

The high competitiveness environment for the tourism sector motivate the researchers and companies to search to new methods and more effective elements. One of the basic directions at this field is to develop and apply a set of innovations and new elements which can be as motivation power to develop the tourism industry. All types of innovations are important where each one of them has their ability and strength to continue. It is clear that the use of methodology in each place is considered one of the innovations in order to guarantee the growth of the institution by a set of researchers and the managers with experiences.(Dzhandzhugazova, 2005:10389).

Innovation in hotel operations:

The ability for analyzing the responses of the customers will allow the hotels to preserve the number of customers. The main standard to the efficiency is in the first level the guest satisfaction for the hotel services. Also, the analysis which has been conducted to measure the hotel service showed that in the years between 2000 to 2016 that the sensitivity of the customers are continued to the quality of service. Also, the researches which published in 2000 by the reputable media company US news& World Report that the hotels loss high share of their agents because of the lack of high quality of service. These conclusion are based on analyzing the responses of the question “why the hotels loss their agents?” (Dzhandzhugazova, 2005:10391).

The multi face activity covers a wide ranges of sectors while the innovations can be demonstrated in many figures. The foreign and Russian scientists developed different classifications of innovations in order to organize this concept. According to the classification of J.A.Schumpeter (2007), the innovation may refer to new goods, new resources of supply, new styles of production, exploit new markets to arrange the business. Nevertheless, all of the classifications standards cannot reflect the nature of innovations in the hosting industry at all. We think that the ratios in this context are the following classification standards including the innovation type, the deep of the variable and the continuity, the type of seriousness and innovation in the market

(Romanova and Chernova, 2015). However, it must be mentioned that a few number of innovations can be described by using one only of these standards and most of the innovations are two or three (Romanova and Chernova,2015).

The innovative strategy in the hosting sector is really changed in the way it is delivered. This procedure can be expressed as new product service or unique technology to be implemented such as organizing the hotel operations, new methodology to hotel management or marketing the hotel. The innovative techniques in the hotel industry aim to achieve the effective satisfaction and increase the competitiveness ability to organize the services. The sensory application marketing as it is considered one of the innovative techniques to market the hotel may become characteristics innovative technology to the hotel and attract new customers (Nuri, 2014:16).

One of the most important points which must be considered in the whole types of the probable innovative resources and fix them through the innovation policy and not only the innovation based on the science and research. It is correct that the main changes in the communities and economics were succeeded and they are still resulted from the technological development derived from the scientific and research efforts. Also, the types of the other innovations including those which existed in the developed economics derived from another resources neither the research and development and have great effect on the emergence of the new industries, functions and revenue. For instance, in spite of that the cultural and innovative industries such as those associate with media and certainly get benefit from the technologies and sometimes developed such as electronics and modernity in providing new service, backing, covering and etc (The World Bank, 2010).

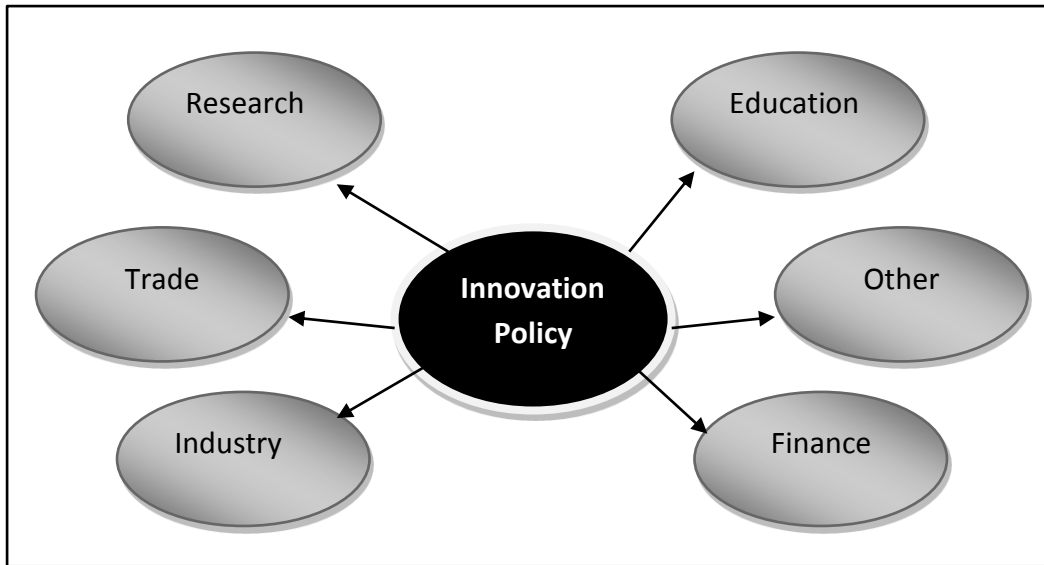


Figure 3. 5: Comprehensive Layout of Innovation Policy

Source: The World Bank, (2010).

Today, the innovation is considered a crucial element in service companies. Generally, (Hipp and Grupp, 2005; Forsman, 2011; Gallouj and Weinstein, 1997), and tourism organizations, in particular (Sundbo et al., 2007; Martínez-Ros and Orfila-Sintes, 2009). Certainly, it help companies to reach into higher competitiveness principles Aldebert et al., 2011; Hjalager, 2002; Kumar et al., 2008; Pulido et al., 2011; Rodgers, 2007; Zach et al., 2010) as well as growth (Love et al., 2011). In the context of the hotel management, accurately points out that “invention seems to be the only means for an organization to transform change into chances and therefore, succeed”, and Malerba (2001) calls the travel sector “a sartorial process of innovation and production”.

The companies and orientations must not only compete with their competitors only but they must to look in the existence of strong request which looks on the products that adopt with their special needs (Nicolau, 2015:72).

Product Innovation , is the “introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. This includes significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics.

Product innovations can utilize new knowledge or technologies, or can be based on new uses or combinations of existing knowledge or technologies” (Nicolau, 2015:73).

The strategic innovation is a case which mostly discussed by the modern researches and the modern firms in all of the industries seek to rise their competitiveness on innovations in order to win sustainable competitiveness advantage. Likely, the industry of hosting and strategic innovation is considered a strategic tool to get on competitiveness advantage in the markets. In the modern days of hosting, tourism and satisfy the consumers with the provision of the hosting only and the catering services are not sustainable. Therefore, the strategic innovation may help the hotel companies to fulfill the new demand (Nuri, 2014:16).

The business environment is changed fast than before because of the increased speed to the new technology. Furthermore, the industries are full of the new entrances and the operations of compacting and free of restrictions. At this environment the successful organizations are confined that you must get on sustainable competitiveness advantage in order to superior on their competitors. Practically, the organizations can get on competitive advantage by many ways such as entering new markets and new business models or new strategic innovations (Dzhandzhugazova, 2005:363)

Moreover, the technological development and the accessibilities to the information about products, availability of services and similar products in the markets, make the issues of the strategic innovation more important than any past time according to almost every industry. Similarly, in the hosting industry, gain the competition is the challenge and therefore, the hotel companies need to the strategic innovations in order to gain a sustainable competition characteristic. There are different studies about the organizational innovation but most of them connect with the transformation in industries (Drucker, 1998; Preissl, 2000; Eraslan, Bulu and Bakan, 2008; Johne, 1999; Hamel, 2006; Rademakers, 2005), health sector (Patti, Yanes and Suizdak, 2012) and even music industry (Tschmuck, 2012). Sundbo, Orfila-Sintes and Sorensen (2005) argued that innovation research has been engaged in the hospitality

and tourism industries to only an incomplete spread and empirical studies of the innovation have been diffident. According to some researchers there is a relationship between level of innovation and development of tourism industry (Hjalager, 2002). Trusting on this dispute, Hjalager (2010:1) suggests that innovation research signifies a meaningful and valued way of accepting the economic dynamics of the tourism industry and deeper perceptions will be helpful for the industry and policy makers alike'. Likewise, innovation is a serious issue of contemporary hospitality industry (Nuri, 2014:16).

Miller (1986) has classified the distinguishing strategies between the products and innovation in market. He clarified that the company in the differentiation strategy of products aims to reach the differentiation in the products and superior on its competitors by confirming on creating innovative products. In addition to quality of service and efficiency and develop the products and design, there are clear examples in innovating the products (Campbell-Hunt, 2000; Finney, Campbell, & Powell, 2005; D Miller, 1988; Nayyar, 1993). There are a little clear examples in the hotel industry, such as designer hotels, boutique hotels, and W hotels. Product innovation is type of differentiation. Marketing differentiation is used the tools of marketing to establish a single image for its products and services through marketing practices such as market segmentation, prestige pricing, branding, advertising, and product or service promotion. In the hotel industry, a market differentiation strategy has been extensively approved. It is difficult to find a successful hotel that does not employ price fences, segmentation, or branding (Remonova and Chernova, 2015).

Process innovation “is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software. Process innovations can be intended to decrease unit costs of production or delivery, to increase quality, or to produce or deliver new or significantly improved products” (Remonova and Chernova, 2015).

Note that, according to Gunday et al. (2011), the practical innovations are associated with the technological developments and at this regard, it must be mentioned that the role of information and communication technology as a prominent factor in the

processs of innovative the hotels which is considered a crucial investment in the tourism system. As the case before, all of the innovations come with cost which expected to be aid later. In fact, the prominence of process innovation is made on its cost-cutting nature (Fagerberg et al., 2004); that is, a basic goal of process innovation is to decrease costs irrespectively of the predictable request (e.g. Sol Meliá once declared that was going to take part in Endesa's Energy Program to learn how to professionally use energy in their hotels (Nicolau, 2015:77).

Organizational innovation is “the implementation of a new organizational method in the firm's business practices, workplace organization or external relations.

Organizational innovations can be intended to increase a firm's performance by reducing administrative costs or transaction costs, improving workplace satisfaction (and thus labor productivity), gaining access to non-tradable assets (such as no codified external knowledge) or reducing costs of supplies” (Juan, 2015).

In other words, it is looked to enter new organizational system inside the company in order to enhance its operational activity which associate with the administrative efforts aim to renew the organizational routine, procedures, machines or systems and promote the team work and exchange infuriation, organize, collaboration and innovation (Gunday et al., 2011). This type of innovation activities is not only important for the daily operations of the company but it is also associated with the tourism companies which try to make their employees stay far from the tempt of the competitors or simply make their participation in the other company stronger (Ottenbacher and Gnoth, 2005; Hall and Williams, 2008). For example, each of NH and Sol Meliá have assigned monthly salaries to their employees on the price of the share or on the accomplished goals. The innovational marketing is to apply new marketing methods which includes high change in designing the products backing, covering, promotion or pricing. Marketing innovations are aimed at better addressing customer needs, opening up new markets, or newly positioning a firm's product on the market, with the objective of increasing the firm's sales” (Dzhandzhugazova, 2005).

It follows procedures in order to detect about new parts and redesign the promotional messages and entering alternatives styles of pricing (Ladany, 1996). It is represented as a static activity with the category in the loyalty programs (Hjalager, 2010). Example of these strategies in the loyalty programs is the “Word Program” which allows the participants to participate to not only enjoy by specific characteristics to get personal services as it is known by the company. It is confirmed that the loyalty programs are the results of the emergence of singular marketing which require the singular looking to the consumers and the services is one by one (Nicolau, 2015:78).

Finally, due to the intensification of competition within the tourism market and the emergence of new forces within this market (new hotel chains) , And the dependence on traditional resources and the common marketing methods , as a result, obtaining a large share of international tourism may be quite difficult and costly in many cases or circumstances, and may cause a large exhausting on the available tourism resources and do not reach the desired level of growth. The tourist and hotel establishments therefore tend here to use promotional and marketing techniques related to creativity as a new method to strengthen and enhance their competitive position within the tourist market, and the main aim is to achieve the biggest sales movement at the lowest possible cost using an effective and proper innovative sales strategies. The Innovation Strategy is to achieve mutual benefits and profits for both the customers and the suppliers of tourism services (in the hospitality industry). The innovation strategy is much needed for the hospitality industry as it is related to the situations of face-to-face services and the entry of creativity and its various technologies aspects will strengthen the importance of service delivery and raise the level and degree of customer satisfaction. This will be reflected in increasing the volume and size of sales movement in the tourist establishment.

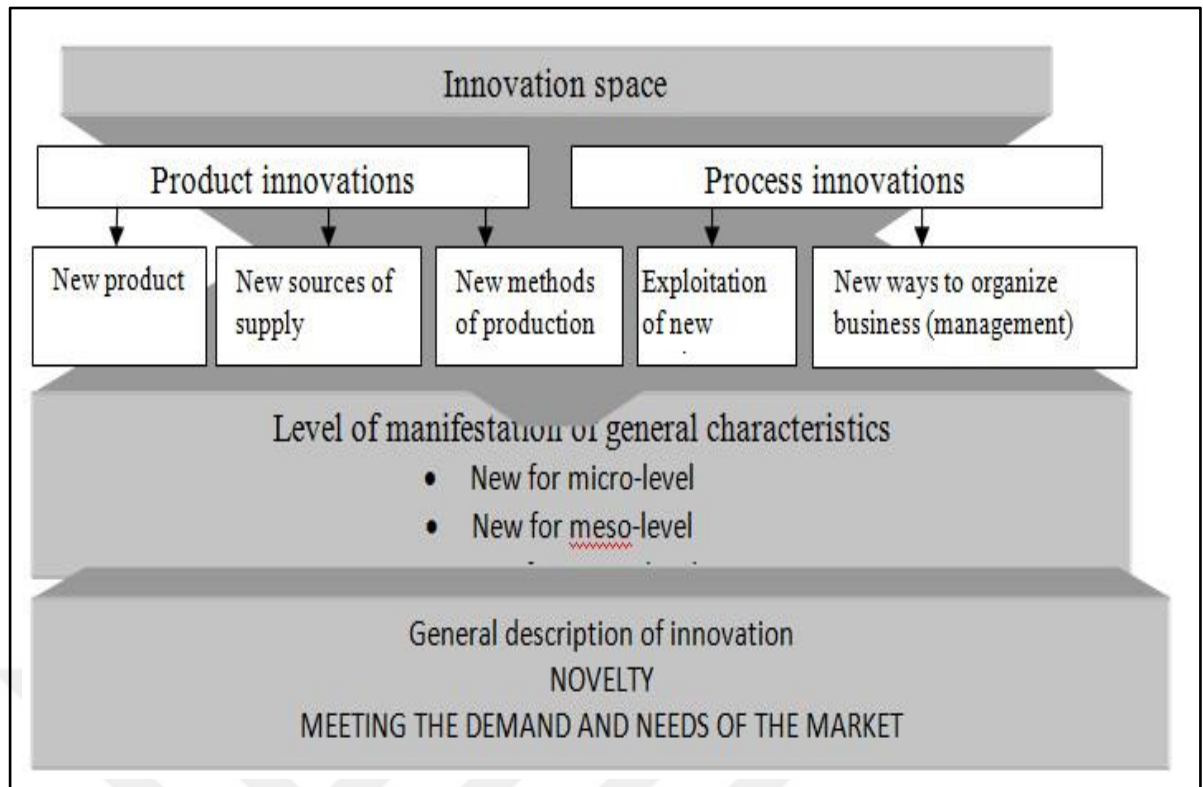


Figure 3.6: Innovation Space

Source: Dzhandzhugazovaa, (2005).

3.2.6. Pricing Strategy

Price is a fundamental aspect of the marketing mix of tourism services. Pricing decisions are one of the most difficult decisions facing marketing management. The price has a direct impact on the volume of sales that can be achieved at the profit level, but this does not mean that pricing alone represents marketing or marketing strategies, the quality of the implementation of tourism services and the quality of tourism product from the tourist area with the effectiveness and activity of sales channels and promotional policies are effective and contribute collectively to Support pricing policy tourism establishments are specialized in the production of one or more types of tourism services (Shanon, 1997).

In terms of quality, most tourism facilities produce one quality services such as tourist accommodation facilities. Premium hotels are serviced by this level and are suitable for a certain category or segment of consumers who can pay (Shanon, 1997).

The prices are higher than those of hotels. On the other hand, hotels offer less quality services on paper.

The prices of third and fourth class hotel services are suitable for those with low incomes whose income is not commensurate with high quality services and high prices.

The pricing policy has a special place in the marketing mix, which has a direct impact on the various consumer groups of the different tourism services. Most of these categories take into consideration the price first before buying, especially the comprehensive travel programs. This compares between what the income allows and the price it faces (Shanon, 1997).

The price is "a measure of the value or benefit the consumer earns for the service offered during a certain period and place, and this value or benefit is measured in monetary terms."

The pricing policy should be divided into three main objectives, the objectives of the other elements of marketing and objectives (Shanon, 1997).

Economic factors affecting the liberalization of price:

The price policy is influenced by many factors that are very influential in the insistence of decisions in this regard, and these factors are represented by economic factors and the most important economic effects are the relationship of supply to demand for tourism services and the consequent difference in price, as well as elasticity of demand and the relationship between the quantity required and cost and their impact on Total revenue volume (Shanon, 1997).

1. Supply and demand: It is certain that the size of tourism services and the amount of tourism services during a certain period of time have a significant impact on the price policy of the institution that must be suitable to the tourist demand, ie the price accepted by the prospective consumers during a certain period increase the supply of tourism services in the market with the stability of the volume The demand (and the

assumption of other factors, such as natural forces, political, legislative, security and other economic forces, inflation, growth, stagnation), etc. will lead to a decline in prices. On the other hand, the increase in the demand for tourist services with Stability of other factors (a) Will lead to a rise in the price, so this encourages the marketing system to study the market and obtain accurate information and conditions of supply and demand (Kotler, 2009).

Demand, by lowering the price of demand. However, this policy may become ineffective if the cause of the decline in demand is related to natural conditions (disasters and climate extremes), pollution of the environment or the cause of the security and stability situation and according to these circumstances it is unlikely that it will become Price policy is effective, but it is resorted to tourist facilities in case of low quality of the tourist product of the region or in the case of the grant with other tourist areas or tourist facilities while in the case of increase in tourism services offered during a certain period with the stability of the volume of demand (Kotler, 2009).

2. The elasticity of the demand for tourist services arising from the price: It means a political patronage. The volume of sales for the change in prices in the event of a rise or fall and a change in price has a profound effect on the total revenues of the entity. In other words, the quantity required for tourist services is very sensitive to changes in prices (service prices). The changes in prices lead to changes in the quantity required. The elasticity of the demand for these services determines the extent to which customers respond to them (with the stability of other factors) for the price in numbers the percentage in case of price change (Kotler, 2009).

Methods of pricing

1. Pricing at total cost: The food establishments are considered the only ones that rely on the price of the cost as a basis in the price of sale among other tourist establishments. This is because the process of producing meals is similar to the production of the goods. The process of producing the meals passes the demand according to the customer's desire We leave aside the production of sweets and

refreshments). This approach is based on the fact that the selling price of one meal is equal to the number of meals produced, equal to the total cost of all meals plus a certain amount to cover the expected profit of the meal (Shanon, 1999).

2. Pricing based on marketing study: This method depends on the study of the tourist market and through it recognizes the price that is accepted by the tourism demand for both consumers and buyers, it means that the ability of the consumer to pay is the main indicator that determines the selling price. As a result, this method needs to identify the entry and number of prospective consumers and the motives of the purchase and the importance of services for them to be able to set the selling price that suits each sector (category) of them. (Shanon, 1999).

3.2.7. Competitive Strategy

Comprehensive Competitive Strategies: There are only three self-strategies that are successful and resilient to competitors: These comprehensive strategies are: Cost Leadership, Excellence, Focus.

The first comprehensive strategy

Cost Leadership: Managers in some companies are very interested in cost, despite their interest in quality, services, etc. However, the main objective of these companies' strategies is to reduce costs. The low cost provides these institutions with the necessary protection against the competitive forces of five, and the least effective competitors will suffer and lose.

Cost leadership is not appropriate for all companies. Porter said that companies wishing to pursue a cost-management strategy must have a high market share in front of their competitors or other advantages such as better raw material use or cost allocation through product diversification (Alswuaidan, 2001).

A low-cost company must have a broad customer base, and once the company achieves cost leadership, it will be able to get the upper limit of profit. If it invests

these profits again in the modernization of machinery and facilities, it will be able to maintain the low cost situation until such time.

In the end, there is a risk that new companies or even the old competitor will imitate technology or cost control methods and thus have the upper hand(Alsuwaidan, 2001).

The second comprehensive strategy:

Excellence: Porter suggested excellence as an alternative to cost management so that the company has a unique position in its field. There can be several distinct in the same field, each of which emphasizes the property of its competitors.

Their products must be of high quality and raw materials with a high price, and in addition they must have the courage to abandon some market share.

Although everyone is aware of the high quality of the products and services of the discerning, but some customers can not or do not have the willingness to pay the high price, for example Mercedes car is not accessible to everyone (Aalsuwaidan, 2001).

The third comprehensive strategy

The focus: The last comprehensive strategy of the Porter is the focus, in which case the company seeks behind some buyers or a particular type of product or a special part of the market geographically.

The key to the difference between the focus strategy and the other drawbacks is that the company that applies the focus strategy selectively decides that competition in the market is narrow.

Instead of trying to attract all buyers, whether by offering low prices or distinctive features and services for their products, the companies that use the strategy focus to seek a special kind of buyers through cost leadership or excellence, but to a limited segment instead of the whole market (Alsuwaidan, 2001).

Porter also identifies the five core competitive forces that determine the extent of competition in that field and which are represented in:

1. How much buyers are able to bargain.
2. The extent of the ability of suppliers to bargain.
3. Threatening alternative products or services.
4. The breadth of the circle between competitors.

The first competitive forces

Threatening new competitors: The competition is decreasing and profits are increasing as a result of its difficulties in entering the market. Porter has identified seven obstacles facing the new competitors from entering the market.

1. **The economics of mass production:** Where the new competitor must spend money to enter the large amount of production or services and pay high costs per piece.
2. **Product differentiation:** A new competitor must spend a lot of money to face the brands of successful companies.

3. **Capital requirements:** Been increased to enter the market difficulty when they need not increase for money as the risks and costs increase and be greater when the company set up a computer for the risks that may be encountered when establishing a consulting company. Government policy and the government can limit certain areas of business, deny access to it, and establish procedures and restrictions (Porter, 1980).

The second competitive force

Compression of alternative products: It is related to the extent of the buyer's ability to change the product and service with a higher price, for example, insulating materials and rock wool can replace the insulating fiber (Poter, 1980).

The third competitive force

Competitors' ability to bargain: Where the buyer can bargain when doing the following:

1. Buying services or products in large quantities, enabling him to ask for a suitable price and better.
2. The buyer can bargain on the services and products available in large quantities and varied and can get the best deal and resist them.

Face a few conversion costs: The process of converting from the brand of paper tissues to other have simple costs or almost no costs at all .. While the process of converting Windows systems to the computer to Apple Macintosh will be expensive because of the cost of changing computers and programs, as well as the conversion of data files (Porter, 1980).

Low Income: The less money the buyer gets, the more likely it is to obtain lower prices, since the rich buyer is less likely to be affected by prices.

Production of the products themselves: Major auto companies typically use their own self-industrialization to help them bargain with suppliers. Strong interest in the quality of the product to be purchased. Porter notes the high costs if an explosion occurs in an oil well. Thus buyers' interest in both types and ensuring explosion prevention devices is more than cost-effective

Full information available: The customer who negotiates buying a new car after intensive research on the costs of the dealer and the value of barter for used cars is likely to have the ability to manage transactions more than what the sellers say to determine the best deal (Porter, 1980).

The fourth competitive force

The ability of suppliers to bargain: Suppliers have the ability to bargain like buyers. According to Porter, the supplier team has the ability to bargain if the following conditions are met:

1. If the supply companies are few and more interested than the buyers then it is unlikely that the buyers will gather for conditions and quality and better prices.
2. There is no competition with other alternative products, in other words, the buyer does not have many tests.
3. It does not depend on the buyer to sell a large quantity of its products (Porter, 1980) .

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1. If the supply companies are few and more interested than the buyers then it is unlikely that the buyers will gather for conditions and quality and better prices.
2. There is no competition with other alternative products, in other words, the buyer does not have many tests.
3. It does not depend on the buyer to sell a large quantity of its products.
4. The supplier's product is important and necessary to the buyer.
5. The supplier's product is unique or it is difficult for the buyer to find an alternative.
6. The morodons pose a serious threat (for frontal integration) ie the supplier team can become a competitor to the buyer.(Alswuaidan, 2001).

Fifth Competitive Power

Competition between current contenders: Porter stresses that the level of competition in any field is formed through competition between competitors, and competition increases when he urges the following:

1. If there are many competing institutions, or competing institutions are relatively equal in size or resources.
2. When the field grows slowly.
3. Institutions are subject to high fixed costs.
4. The existence of a warehouse that carries high costs.
5. When a specific time must be that the institutions commit to a specific time to sell the product.
6. The service or the commodity the buyer finds a lot of alternatives and the cost borne by the buyer to transfer from service or goods to another is not high.
7. For example, in some industries (such as chlorine, phenyl chlorine and ammonium fertilizer, it is unlikely to add a simple production capacity. If the production capacity is increased, it will be large enough to reduce prices.
8. When competitors' strategies, principles and personalities differ, Porter observed that foreign partners make the competitive environment more complex, because their goals at work are different from national ones. Similarly, for newer and smaller enterprises, they are more willing to venture To get a greater chance in the market.
9. When the opportunity is limited: for example it was clear the inevitability of competition between long-distance telephone providers in the United States in the early years after the abolition of restrictive pricing laws, because the

competitors believed that the time is limited to attract the largest number of customers or dominate the largest Market share, they have been concerned that once people choose long distance phone company it is difficult to persuade them to switch to others.

10. When the obstacles to exit many, it may be expensive in terms of economic or strategic or even emotional that the institution stops and graduated from competition and therefore find that companies continue to compete even if they think that does not generate much profit (Porter, 1980).

Porter cites these obstacles and obstacles to come up with the following examples:

1. Special equipment with high costs that are difficult to liquidate.
2. The labor agreement, which costs a lot when revoked.
3. The spiritual and emotional connection felt by the owners and managers.
4. The laws on the demobilization of workers and the closure of the plant, which have become common in many countries

4. SALES ACTIVITIES IN HOTEL DEPARTMENTS

4.1. Front Office Department

The emergence of sophisticated international hotel enterprises, especially American ones in the 1960s and 1970s, has radically altered and developed the interior standards of Italian hotels. This particular development has included both the Chilean and the technical aspects of the hotel on the one hand, and organizational aspects on the other. This development has emerged as a "secondary phenomenon." New Terms A hotel has slowly replaced traditional hotel terminology "still used today.

The term "home", "back house", "front office" and "back office" is a strong basis for hotel terminology, even though in many cases it is used differently."

To clarify this more than there are several considerations to be referred to .. The first concerns the meaning of these terms: front section of the hotel and the back home. Following the opinions of some researchers regarding the work and functions of the hotel, the front house "for example" means: "those departments dealt with by the customer directly before, during and after the period of stay in the hotel such as the department of internal supervision, front office, the rooms The expression of the back house refers to the rest of the sections that do not belong to the first group, for example: the employment office, the kitchen, the laundry and the administrative office.

The Front Office term is generally used to describe all sections of the "front house" and since the difference between the two front and rear home sections is "indirect operating sections", the primary sections should be those sections that are in direct relationship with the customer, Are the rest of the other sections (Franco, 2007)

The same criteria can be applied when talking about the two terms used in the hotel, the front desk and the back office. For the front office, this term is not very different or contradictory, as is the case when talking to the back office. Which is associated with the concept of hotel reservation.

Even in this case, there is a need to clarify the exact thing about the concept of the back office is that when we talk about the concept of the back office in the hotel, we are talking here about that section of the hotel, which is the process of planning, monitoring and coordination and supervision of all the work that takes place within the internal office area. The hotel has "indirect operational sections" and this section is for example in the hotel's administrative office or employment office (Franco, 2007)

After this simple introduction to the previous concepts, we can now see more closely the activities carried out within the front office section "an American term used in the modern language of hotels after replacing the traditional term used in the world of hotels, the" reception .

We first recognize these activities by reviewing "the specifications of front office staff.

The hotel is distinguished from any other hospitality institution with its wide and large capacity to offer a full range of products, such as "dining room, drink." and other services "reservations, security there is a very strong correlation between these two groups of goods and services. In practical terms we can say that the hotel offers a range of "products" which cannot be easily compared to any products offered by any other facilities in terms of Nature and characteristics (Ferruccio, 2007).

Meeting and controlling the many and complex situations that always occur in any hotel establishment, whether small or large, is one of the necessary and indispensable things for the staff of the front office of the hotel (Ferruccio, 2007).

That the public functions fixed in the front office in the hotel and performed by the secretary or the carrier, for example, the customer or the rest of the staff of the hotel, these functions represent the "nerve" of the hotel and not only interpreted as administrative functions

The vast majority of hotel customers prefer to stay in a quiet and comfortable atmosphere at the hotel

If this comfortable atmosphere is created "intelligently and tactfully" by a conscious and aware staff, this not only helps to remind the guest of this good experience at the hotel, but also encourages him to repeat the increase of the hotel. A recent American study on the reasons for not visiting the client has shown that:

1. 4% due to change of residency or death.
2. 28% because of dissatisfaction with the services provided in connection with the price. "In this regard it is important to refer to another recent study showing that Italy offers prices for the marital rooms, dining rooms and podium is the highest in Europe after Sweden.
3. 68% due to the deliberate satisfaction with the behavior and behavior of hotel staff, which is characterized by lack of politeness and slow to (Ferruccio, 2007).

The service in all its different forms always remains an essential element in the process of linking between the company and the customer. Therefore, all aspects and conditions related to the implementation of this service are taken into consideration.

The front office of the hotel is the sales office of any particular hotel. From this site, the customer has the initial "critical" impression of the hotel in which he is staying and the way he treats the customers at the hotel, they decide whether they want to stay more or no.

In addition to the logical and natural specifications required for the front office staff, there are of course the technical specifications and requirements of knowing the completion of the administrative procedures and knowing the use of the tools necessary to carry out a specific activity in the hotel. Etc. Therefore, the most important thing here is to establish certain standards and criteria to determine "and then" evaluate those aspects and the specific nature and professional specifications of front office staff in hotels.

At the top of these "preferred" aspects of the front office staff's ability to communicate, which plays an essential role in all aspects of "public and private" life, it reflects the "extraordinary" importance of the work, for customers.(Ferruccio, 2007)

That "oral and non-oral communication" actually accompanies every form of hotel activity, whether the hotel is small or large, and that these means of communication contribute significantly and effectively in maintaining the effectiveness of organizational aspects and increase efficiency. We now review the "non-verbal communication" that is being applied at the hotel (Franco, 2007).

Non-verbal communication:

Talking and speaking in our daily lives is not the only way to communicate any information or news. Certainly, each of us in his life uses means other than those "oral" means to communicate certain ideas and opinions. It is possible here to use, for example, a written message, a piece of poetry or even a small ticket paper for delivery little information. "It is also certain that each of us has drawn something, played a musical instrument or" more simply "used a particular signal to convey a certain idea or phrase, concluding that all of these previous forms Are not means of communication to express our ideas in an alternative and different from the "word" and others are replacing it (Franco, 2007).

Among the methods we use here comes the method, which is often expressed in the term "non-verbal communication" and is also replaced by the term "material language in communication." Within this range, all these movements are performed using the "body" without any use "Using for example" simple signals, body setting, movements, tone of voice, expressions, looks (Franco, 2007).

That such a method of communication is always automatic and instantaneous, sometimes innate and at other times generated by the way of social and human life that we have blessed since birth and thus represents "more than controlled oral communication" represents more than oral communication Which can be controlled and organized "a reaction to our emotions and desires in the different situations, so

the answer is understood by others, this method of communication because of their spontaneity, we sometimes use them without feeling" in any position or by engaging in any conversation with others "And independently N fact, our desire to contact In short, non-verbal communication helps express our feelings more effectively than words. This type of communication can not only be a "static expression" but a way of learning and direction. Since "non-verbal communication" Is an essential element of the communication process, we will soon present all aspects of the personality of the reception staff and those aspects and things that help make the process of communication with the customer more efficient and effective (Ferruccio, 2007).

First: Eyes and Looks: That eyes are "in addition to hands" of the most important parts of the human body able to express more clearly our feelings and emotions towards the other party, through the use of "look" we can express anger, happiness, emotion, anxiety, feared.

Through the outlook we can explore the emotional and spiritual state of a person, whether he is happy or tired, and we can also deduce the state of hesitation, confusion or curiosity that he has. Hence, it is important to know the different views of others and to infer the meaning of these views so that he can express "in the case" of his welcome, his tact and his character in dealing with the customer. With regard to this matter and before we begin, we must present this observation, namely that any look between any two people who are near each other represents a type of conversation (Ferruccio, 2007).

Dialogue between them and a certain form of communication lacking "talk" On the other hand, any look directed from one person to another "at a certain time"

It is an invitation to start and engage in a particular conversation. On the contrary, when we talk to anyone else and notice that they are not looking at us, or worse, we see that the eyes are heading elsewhere, so we conclude that they do not give us "full attention" and "put in doubt" that Our conversation with him has become of little importance That these considerations help us to know and understand the importance of these views and how they are important in the process of human communication,

and that it can be trusted to assess and evaluate the emotions and ideas of the other party.

It is therefore clear that the importance of receiving the customer from the moment of arrival to the hotel looks nice and polite, which immediately give him a sense of "welcome" and give him the importance and respect of "proud and enjoy" as it seems also important followers of these views here "to strengthen the communication process more "With successive views, but only in the case that they are not provocative or" curious " (Zanchi, 2007).

This also means that when we perform a specific duty or work, we need to turn our eyes down to the table or the work register. It would be polite and courteous.

Looking from time to time towards the customer in order to make it clear to him that he stands at the top of our concerns with all his wishes and demands. On the contrary, looking away from the customer while he is talking to us is a clear sign of tactlessness and lack of attention considering that eye looks. Play a clear role in communicating certain sentiments with great ease, we must try here.

We should not show any kind of confusion or hesitation even if we are exposed to any difficult or embarrassing situation. Rather, we should try to show steady and stable looks that give months to everyone around us with confidence and confidence, as this gives credibility to our words and contributes at the same time. To be serious and professional even in cases of speed and urgency in the face of anything that happens without expectation or in the case that the customer directs any criticism to the hotel (Zanchi, 2007).

Moreover, since "In addition to Smile" looks to express our affection and kindness to the customer regardless of our words, here we must try to use those looks in a way that makes the customer feel that he is celebrated and treated with great interest in a warm and friendly atmosphere.

We must always keep in mind that non-verbal communication "because of its spontaneity and speed" is the true expression of everything we think or try to do in

every situation, even if the verbal message we send is diminishing. Therefore, learning to use looks must be central to people's training and training programs to engage in professional activities, keeping in mind that such things make our relationship with others more trustworthy and credible.

Second: Front Face: That the front face is one of the elements that help "without doubt" to create a good "looks" to the customer and make it more effective, and although the front face is a secondary element in itself, but it plays a large role in defining a specific "expression" and in creating OK Certain sentiments. In our daily lives, especially through "talking to others," the front of the face reflects in fact a certain emotional feeling we do not notice at all times, through the wrinkles and facial features of the horizontal (Franco, 2007).

The wrinkles and features of the forehead in general, such as those of the face, have a very personal character, and depend on the nature of the "skin", age, not finally on our personal characteristics. Even small facial wrinkles and wrinkles "also those that appear at an early age" give a good indication of our most common expressions. If you get into laughing or joking, for example, it immediately shows a small "snorkel" on the face or "clicks" "On both sides of the mouth, on the contrary, if it is our custom to produce or wear, it immediately appears" wrinkle small "and in the middle of the front and in the middle of the" eyebrow "if that is determined fast (Franco, 2007).

Third: The mouth: In the lower part of the face there is a "mouth" and this member has a great ability and importance in the expression through which we not only convey the verbal message that we say, but also we express a certain position with regard to or relate to what we say or the person we are talking to. For example, "unconsciously or unconsciously" we tend to smile when we talk to a "nice" character or when we talk about any experience that makes us feel happy. On the contrary, it is very easy to observe a constriction (Columbu, 2007).

A small shrinkage of this member of the mouth, involuntarily or rigorously in the expression when we talk to someone does not call his style of interest or raise some

fears and doubts. Each of us observes that the "nervous" person always tends to do a small "mouth" but we often do not notice things or aspects that are less obvious, and when we observe them, we always attribute them to the kit, chance or unexpected and unexpected situation. Therefore, we do not correctly assess the reasons for the truth (Ferruccio, 2007).

The value of a smile is often ignored or evaluated, but it may be enough to reflect for a few moments the value of the smile that accompanies those dry or coarse words, making them less rough and softer. So we have to look at that smile with great interest when we talk or conduct any form of direct contact with others.

This smile should be "great" at the moment of greeting, in a moderate and balanced way in our simple and normal relationships, warmer and more engaging in the face of any comic or gentle dialogue than others, without finally forgetting that the smile "although it seems a bit strange" Great effect (Feruccio, 2007).

As the customer arrives at the hotel, the receptionist should not be left unaware that he is being led downwards or busy talking to others. If he is seated, the first person in the hotel must do the guest and perform the duty of greeting him. Upon arriving at the hotel, in all cases it may be very important to create a good impression in the customer remember his name and reference to him when possible during the conversation (Aaker, 2002).

The smile has a magic effect and is an exceptional tool to communicate with humans and therefore should be used here not only artificially and in accordance with the conditions of the same situation, which is attached here the smile of constraint or mechanical! But must be combined with a strong desire to make the hospitality process more lively and satisfying to the hotel guest (Aaker, 2002).

The hotel guest is very attentive to all these fine details. As the research shows, the customer feels an urgent need for a warm welcome when he arrives at the hotel more than any other public facilities and this feeling arises from the insecurity that A person when he moves away from his habitual residence and stays for a certain period in a strange place unknown to him, where man at this moment shows some

questions how will I feel here? How do I stay? How is the environment around it Hospitality here is an important element that minimizes the difficulty the customer finds in changing his or her habitual residence, which he can rest in when he changes this permanent residence (Aaker, 2002).

And goes to stay in the hotel and change the lifestyle to a completely different form for a certain period of time, and this hospitality, which is presented in all sections of the hotel and in different forms and ways affect either positively or negatively the full residence of the hotel (Aaker, 2002).

A customer interview represents one of the most sensitive moments of hotel activity so it takes on a character that distinguishes it from anything else in hotel activity.

The customer represents the main reason for the existence of any activity in any of the service facilities and therefore in the hotel and the moment of meeting it represents one of the most important moments for those who specialize in service within the hotel, so the moment of meeting contribute to strengthen the efficiency of the human element and be a catalyst to satisfy Professional personal desires.

In the course of the meeting with the client, and in particular when he or she expresses any appreciation or acceptance of the last service he has received, the worker here appreciates the personal respect and reaches an important degree of satisfaction (Zanchi, 2007)

It is clear that there are sections in the hotel that benefit directly from the customer contact, a special snack, the hotel's external sections such as "reception - lounge - bar - roles - room service - entertainment sections - while internal sections of the hotel, such as the kitchen, for example benefit from the process of contacting the customer is not Direct from the customer to these sections through the worker lounge or bar

For this reason, glass doors for restaurants have been made in some hotels and tourist facilities so that the customer can see himself the performance of the workers inside and stand at the level of service and therefore the kitchen workers here have the opportunity to show their abilities and talents during work (Zanchi, 2007)

From the above we conclude that the customer in the hotel work always represents the focal point of this work first activity and that the presence of the guest and face-to-face in front of the staff in the hotel contributes significantly to assess their performance and stand on the level of service provided And working here by contacting the guest and provide service to feel that the real manufacturer of that service and therefore for the work itself and not just a tool to carry out a particular work, as happens in the production plants, for example, where the worker here does not watch or do not stop the delivery of the final product and therefore does not touch Satisfied by the consumer who purchases the item

The following steps depicts 11 advices with the customer at the hotel

1. Greetings to the customer in his name and this point is considered sensitive and important to the customer and also his official nickname was a doctor or engineer, but there is good knowledge of this guest misuse of the name or switch in the use of titles may be counterproductive.
2. To draw attention to the cause of any personal problem, but it is better here to talk about the guest.
3. Work to win the customer emotionally but avoid the loss of customer confidence after that always take the listener's position and pay very close attention to what the customer is offering.
4. Avoid using open, non-cussing or unpleasant expressions because the customer, if satisfied with such words, may be displeased with them internally.
5. Avoid discussing the guest and paying attention to not making any judgments regarding political, religious and ethnic matters, because of the possibility of exposing the guest to embarrassment.
6. To learn to use words in every situation in a diplomatic way, bearing in mind that the word is of great importance. For example, the difference between

these two phrases is "you have not understood me well" and "perhaps I have not explained it well".

7. Failure to correct any mistake or mistake made by the customer. If this occurs, it is necessary to correct the mistake indirectly, because it is important not to embarrass the customer.
8. If groups are received, it is important that no one is interested in them.
9. Obligation of neutrality in the case of a third person to talk and not to talk in this case as far as possible from the suspicion of absence and gossip.
10. Remember this transaction always and put it down in the client = guest application

The ability of the hotel worker to influence the guest's different choices such as his choice of room, menu or drink type represents a special agent for the worker here to reach a certain stage of satisfaction and satisfaction. It should be noted here that the relationship between the hotel worker and the guest has a mutual beneficial effect in the sense that the worker here has a great opportunity to refine personality through dealing with people in different languages and customs and traditions (Columbu, 2007).

In some cases, the customer may have surprises in his personality related to habits and bad personal character, but he does not show it was a very nervous example, cannot hide his patience or be hesitant or lack of honesty and may also be the people always obsessive. So it is very necessary to know how to organize and control the difficult situations that arise from it and that is by following the objectivity and balance in things and understanding those difficult positions well. Such situations may seem to be solved very difficult at first sight (Columu, 2007).

What interests us here in this regard is to provide useful guidance in the basics of dialogue with the customer and start with expressions, and then how to use titles and finally conclude with a graphic table of the titles most used or communist

Expressions: When speaking to the customer, you must follow the word of my master or Madam for the expressions used. Yes No Good morning, for example, where we say "Yes Sir", sir "What do you want your sovereignty

1. Yes, no, please
2. Prefer to say, after....
3. Have a seat, of course, completely
4. Good bye, as you like, do not worry,
5. Everything will be done

Use titles

When using professional scientific titles or honorary titles it is necessary to verify the correct use of this title for the person concerned. It is also necessary to always remember that customers prefer to call these titles and vice versa.

It is also important here to use the title accurately and correctly to the customer to use a different title less or higher can cause inconvenience to the customer. Here, the following forms of respect must be used

Preface, Mr. Lawyer, "Lawyer's Formula"

Say, O lawyer, "a formula that must be avoided"

The official honorary titles are used in a discreet manner in the modern "not followed by the title of Mr. or Mrs." for example

I would like to say, O noble

Job titles or job titles such as a president, a manager, an adviser, a parliamentary member, a minister, a priest, etc. These titles should never be placed before the name.

When we refer to the client's wife, we should not say to the customer "your wife's sovereignty" or "woman of your sovereignty" but say "lady" ... For example "the lady contacted, the lady left a message to you (Columbo, 2007).

The relationship between the hotel and the public is one of the most distinctive elements of hotel activity, and the work relations within the hotel also constitute a prominent component of hotel activity, the work relations within the hotel also constitute a prominent element of hotel activities (Aeker, 2002)

The customer is always the main reference to the activity of any company or organization, and in the rest of the other activities the customer is defined as the recipient or receiver of the goods or services produced by those activities and in accordance with his requests and wishes. If we follow the hotel activity we find that the physical and continuous presence of the customer has produced or The creation of complex and difficult positions, which created the intervention of the hotel management to control and control those positions (Aeker, 2002).

In companies that do not have a direct relationship with the customer, business relationships include only two main elements

Worker.....head of work

In hotels, we find another situation that produces three main elements

Working..... Customer..... Head of work

We find here in the last form that the client mediates the relationship between the president and the subordinate and that the form of work within the hotel depends on a set of relationships always return in nature to the first relationship depicted above.

From here we conclude that the customer is always in the midst of activities with relationships within the establishment and is inevitably and indirectly affected by any imbalance that arises in the relations between the president and the subordinate within the establishment or institution (Zanchi, 2007).

The reception and welcome of the hotel customer is a central focus of the activity of the staff in the hotel and this reception is focused not only on those functions, such as greeting and work entry procedures and put all the different services at the disposal of the customer, but most important of all is that this should be concentrated Reception and welcome in particular on the spiritual side by the specialist worker, which helps to provide an enjoyable stay for the customer (Griffin, 1997).

It is worth mentioning here that the hospitality of the hotel customer is influenced by two main factors:

1. The aesthetic format of the place where the customer is received.
2. The effectiveness of hotel services and the high performance of the hotel workers

Through the customer's first contact with the hotel, we find that the receptionist is doing a duty and is important and sensitive, welcoming and welcoming the customer.

The hotel customer should always be seen by the worker as the recipient or the recipient of his work. Therefore, the general hotel should not feel inferior or humiliated when serving the hotel inn, but should feel happy to complete the work that contributes to making the guest staying in the hotel more pleasant and fun(Culombo, 2007).

All the means and tools used when dealing with the customer in the hotel are called the hotel service style. "This method can be divided into 5 categories

1. Luxurious,
2. Excellent,
3. Good,
4. Minus,
5. Very bad.

Communication with the customer and the method of dealing with him is not limited to speech, but also includes important elements such as body positioning and movement method of wearing clothes, voice tones and facial expression.

This last division is very important in any hotel because it relates to the "non-verbal" communication methods of the customer (Aaker, 2002)

Clarification of some of the analytical studies conducted by students in this field that when dealing with the other party "customer" the following elements take effect when oral communication and non-oral customer and different degrees

1. 55% of contact "the way we introduce ourselves to the guest"
2. 38% voice tones
3. 7% talk with customer

This division, which was provided by the communication experts, is an excellent guide to ways to deal with customers in different situations

It is managed and organized by the hotel and is classified primarily in the aesthetic requirements in the performance of the service and the position of the body. These motor expressions are classified in the second place when it concerns Behavioral activity with the customer during the performance of work.

All these expressive movements, which are shown in the course of dealing with the client or guest, are referred to as the above-mentioned "service style", which is the most important racism of the professional hotel activities which constitute the process of contacting the customer (Aaker, 2002).

The style of service helps to meet some inappropriate situations caused by some of the customers are not polite and helps to gain the hotel for customer confidence and respect and the style of service, which must be followed by a hotel service requires the combination of two important elements

1. Internal balance

2. Good taste

Internal balance here means the ability to self-control of positions and knowledge of the fundamentals of analysis of these positions, and if necessary the ability to correct errors

Good taste here means a high degree of sensitivity and culture in dealing with others. It is very important that the receptionist be put in constant testing of his behavior until he is properly qualified to deal with the customer. The receptionist here must do an archive or documentation of his experience in communicating and dealing with different types of customers. In order to know the customers well, it is necessary for the hotel worker here to record in particular the most common personal defects and who have been placed in different classifications depending on the quality of the different groups are dealt with in the hotel and it requires here to continuously blogging our experience with customers, To confront the arrogant or arrogant customer, we have to contain it appropriately without expressing any kind of discontent or resentment. On the other hand, in the face of the arrogant or the arrogant (Griffin, 1997).

The most effective way of dealing with this breed is to try to control it by means of a more polite and respectful way to try to respond to it as much as possible with all modesty and neutrality, which is "any customer here" will not have in the face of this method only to comply with the winner in this case (Zanchi, 2007).

Finally, it is necessary to take into account the lack of abuse of good customer and understanding and considered a tool to help patience and his ability to reach out to any impasse is the management of the hotel with those bad customers

4.2. Food and Beverage Department

The services of food and beverages are associated with all of the activities which will be provided. This educational program provides to you different types of services, the preparations of schedules, different types of menus and service operations and the accompanied food and decorations. As well as, it includes the operational procedures

followed by the food and beverages services. The food and beverages services can be defined on a wide area as the process of preparing and supply the food and beverages for customers.

The food and beverages services is considered a part of the provided hosting service which directed towards the services. It is considered a wonderful place for work and entertainment. The members of the service team are asked to perform a wide set of tasks including the preparation of services, welcoming the guests, receive orders and settling the bills. Most of the five stars hotels provide multiple F&B services in their hotels which allow the guests to enjoy the café, restaurant, room service and bar .

F&B Staff Attitudes and Competencies:

Every agent in the hierarchy sequence of F&B department need into the following skills and features:

- 1- Knowledge:** The process of aware in the responsibilities, roles and suitable knowledge of the food materials and beverages are associate with the confidence in serving the guests.
- 2- Appearance:** This issue generate impression to the guests and the F&B staff members must preserve the personal cleanness and appearance during the performance of the service.
- 3- Attentiveness:** This process can be performed by paying the sincere interest to the details and preserve the needs of the guests and fulfill them.
- 4- Body Language:** The employees of the hotels and restaurants need to perform positive, vital and friendly reactions towards the guests.
- 5- Effective Communication:** When the issue is associated with the talk with the job colleagues and guests, it needs into correct and suitable way of talking by the use of the correct language and it can create a promoted experience with the guests.
- 6- Food and Beverage Standards:** The food and beverage service need into high responsibility to reach into correct, clean and safety service and F&B Services outlet is healthy, safe, and fresh.

4.3. Housekeeping Department

This management detects about the rooms system and places for the purpose of sailing. The main tasks of the manager can be summarized as follow:

1. Cooperate with the maintenance department in order to organize the rooms periodically.
2. For the purpose of promoting the main relationships in the front office and security department and maintenance to supply the best services to the guests.
3. Prepare the schedule to the employees of the management.

A special feature in the domestic keeping means high quality and it represents the challenge in the limited time to work. The cleaning needs to be effective and this means that there is not a mark from the previous agent in his next reaches. The cleaners feel by the high stress because of exiting from the previous customer where this test is sometimes short.

The place of the hotel is in the heart of the city and it is always locates on a short distance by feet. When cleaning the rooms of the hotel and the bathroom, it is necessary that to be healthy and move from the clean to the dirty, we must remember the light keys and the locks of the door needs into cleaning. It is always necessary to use clean wipes and the towels must be used (Lausjärvi and Valtiala, 2000).

The number of rooms which must be cleaned differ daily and every daythe cleaning process must be implemented and there are only few days when there is nothing to be cleaned. The hotel environment effect on the soil quality which come with the agents from the sandy beaches. Thesuitablecarped in the front of the doors contribute in decreasing the amount of the chaos and the season are also effect on this issue. The rainy weather increase dirties in theautumn and spring. The winter and summer are more dry and the least amount of dirties comes with shoes. A set of football team or ice hockey players can bring more of dirties with them. There are a lot of good things about the hotels and the loyal agents in order to reach into the safety because of the familiar cleanness and it is easy for the reception employees to work with the same people. The knowledge of the home prevents the problems (Alakoski, 2006).

Currently, most of the hotels have decided to get assistance from foreign resources for the cleaning process because it is considered a cheaper selection. The professional cleaning company can provide a wide set of services and materials. In many cases, this is the best selection to the hotel than the special employees of the cleaning. Through the use of cleaning company, we can get on more flexibility and the number of employees can be increased easily. If the cleaner has worked in the same place for longer time, he can enhance the negative situations or changes which may occur in the hotels (Bohm and Viander, 2005).

4.4. Spa Department

Spa and leisure facilities which presented in the hotels can add a positive dimension for the accommodation of the guest and it is a chance for recreation and recharge their batteries. With the large number of hotels which provide the gulf stadiums and the swimming bathrooms and sport salons and the rooms of beauty, there are many opportunities to the growth and development (Katsiaryna, 2017)

Spa is considered a word to describe the orientation or the resort where it receives the beauty treatment such as the face. However, it can be used to mention a large space in the earth or to the heated jet pools. This is considered a great place for recreation and enjoy the recreation time in the bathroom. They have plant rooms which are similar to the basin where they are permanent structures and they cannot be taken when moving at the same way at the hot basin (Katsiaryna, 2017). Many people and companies are still using the word Spa and the hot tub basin interchangeably but they use Spa.

Job responsibilities:

1. In order to manage the customer services through the customers services program.
2. Create evaluations of the body structure and place the program on organized base to the members of the recreation as required.
3. Follow the fitness program in organized way for the whole members of the recreation club.

4. Ensure that the department create professional impression to the agents' of the team members.
5. Provide reports of the customers' services and work on achieving an organized and positive results.
6. Review and behave according to the comments of the customers to ensure that there are positive results.

It is always that the wellness will be defined from the contradictions. For instance, Henderson (2004) opposes the travel for skins reasons and thus, the wellness is associated with the protection from the lifestyle and the self-responsibility whereas the medical industry is associated with curing (Katsiaryna, 2017).

4.5. Banquet and Events Department

The banquet is a formal dinner for many people where the event is important issue and it is interested and occur in special days. The manager of the banquet or the manager of the event and conferences will organize and implement the skills of the group which will be delivered by the sailing department. This expert will monitor all of the contracting agreements associate with the guest rooms and the space of the meetings. This will be the basic connection point to this event and it will be organized with the administrations of the hotels and the event and banquet teams. A companying with your meeting and the manager of the event, the team is also responsible to provide the food and beverages and the communication will be implemented with the banquet team through your meeting with the event manager or the specialist of the executive meeting but you will interact with the manager of the banquet who supervise on the banquet team (www.setuphotel.com).

5. THE RESEARCH METHODOLOGY AND FINDINGS

5.1. Methodology

Research Statement: : One of the most important problems the hotel sector faces is the ability to achieve sales and profit in the light of global competition where it undergoes several massive changes recently due to the high intensity of competition and increasing demand of the commodity, and this implies how to attract the customer on a positive way and make it imperative for him to purchase the hotel products, therefore, the research tries to highlight the main strategies and methods used in the sales activities conducted by salesmen of the hotel which aim at getting the customers closer to the products.

The research problem is interested in the following questions :

Q1: What is the degree of the importance of the sales activities in the hotel?

Q2: What are the most efficient types of sales activities provided by the hotel?

Q3: What are the most effective methods and strategies used in sales activities in the hotel.

5.2. Research Significance

Sales activities constitute one of the major forces in the market due to its importance for organization and sales professionals alike, as it is a contributing factor in generating new opportunities for large profits. The pace of change in our live became faster in every time . In order to be capable to get the speed, making the good use of the personnels skills became of tremendous significance in the businesses (Xiao, 2010). In an ever changing and fast paced corporate world, training and development is an indispensable function, There is, however, great worth in arranging suitable teaching and practicing evolution seminars for staff. Sales activities allow employees to get new abilities, sharpen existing ones, make best growth industry and be professional managers (Chopra, 2015). It also contributes to promote and improve staff communication skills as well as improving managerial

skills taking into consideration that service activities on the hotels depend on the direct contact between the seller and the client.

Hotel Industry is a well-paid work for Hotel proprietor but and staff who work in the business Hospitality defines as serving the customers with “friendly behaviour”, today the hospitality industry is also include in tourism and travel sector. The increase in tour and tourism has guided to growth of tourism sector (Kritika, Priyanka and Reena, 2015) .then, one the essential things here , is to make use of such tremendous and outstanding development in the hospitality industry by providing well-mannered and highly taught salespeople in the hotel who are backed up with various training programs , aware of the hotel product and are able to present the company product in an effective and persuading way to the clients as a decisive step to strengthen the company position “ hotel” inside the market.

5.3. Aim of the Research

The aims of the research are derived mainly from the significance of the research itself, as the matter “ under study” of providing efficient sales activities holds the interest of many local and international organizations at the present, thus, one essential thing here is to review and examine the sales system on Antalya hotels in terms of its importance and the most effective methods and strategies used in sales system in the Antalya hotels.

In short, the research is interested in finding out the followings:

1. Examine the different types of sales activities on the hotels.
2. Recognize the role and importance of sales activities on the hotels.
3. Reveal the most effective methods and skills used in sales activities on the hotels.

Sample of the research includes 50 top and middle level managers from 8 five stars and 6 four stars hotels from Antalya.

5.4. Methods of Study

The Researcher would depend on the following basic approaches:

1. **The Descriptive Analytical Method:** is used in order to review all the theoretical ideas and concepts of the study, with using the qualitative and quantitative analysis to get to the most important facts of the study.
2. **The Applied Method:** is used with the aim of applying all the theoretical ideas and concepts of the study through using the Questionnaire on Turkish hotels.

The form of questionnaires (50 application forms) designed have covered the practical part of the research. The form of questionnaire intended for answering the questions given in the research plan. The main point of the researcher was to distribute the forms of questionnaire to the superior administration in sixteen of the Antalya hotels using the organized sample obtaining exact scientific conclusion that are important for the research. The questions of the questionnaire forms were as follows:

Question 1: Do you think that the sales hotel activities are an essential topic for hotel management?

Question 2: What is the extent of its importance for the hotel administration?

Question 3: Do you think that there are challenges facing the hotel sales activities in the modern era?

Question 4: What are the most significant challenges ?

Question 5: Do you think that sales training is necessary in developing hotel sales?

Question 6: Why is the sales training system is necessary for the hotel?

Question 7: What are the most effective methods used to retain the guests?

Question 8: What are the most effective sales skills in the hotel?

Question 9: Do you think it is important for a hotel to adapt a strategy?

Question 10: What is the extent of this importance ?

Question 11: What do you think are the most important strategies?

Question 12: Why do think these strategies are important ?

5.4. Findings and Discussion

Do you think that the hotel sales activities are an essential topic for hotel management ?

Table 5.1:The Importance of Hotel Sales Activities

Alternatives	Repetition	Percentage%
Yes	45	90
No	5	10
To some extent	0	0
Total	50	100

90 percent of respondents considered that the sales hotel activities are an essential topic for hotel management, whereas, only 10 percent considered that it is not essential.

In case of answering with "Yes". What is the extent of its importance for the hotel administration?

Table 5.2: The Extension of the Importance for the Hotel Sales Activities

Alternatives	Repetition	Percentage%
Very important	40	80
Important	5	10
Normal	5	10
Total	50	100

The percentage of 80% of respondents answered that the sales hotel activities are very important, only 10% said it is important, while the rest(10 percent) considered it is normal.

Do you think that there are challenges facing the hotel sales activities in the modern era?

Table 5.3: The Challenges of Sales Hotel Activities

Alternatives	Repetition	Percentage%
Yes	35	70
No	15	30
Total	50	100

70 percent of respondents assured that there are challenges facing the hotel sales in the modern era , whereas,only30 percent answered with "no".

What are the most significant challenges ?

Table 5.4: The Most Significant Challenges To Sales Hotel Activities

Alternatives	Repetition	Percentage%
The slow economic growth	6	12
The complexity of sales operations	2	4
The nature of the modern customer	2	4
The similarity of hotel sales processes	2	4
All mentioned	35	70
No answer	3	6
Total	50	100

The percentage of 12% of respondents answered that slow economic growth is the most significant challenge , 4% said that the complexity of sales operations , the nature of the modern customer, and the similarity of hotel sales processes are the most significant challenges, while 70 percent answered with " all mentioned " and finally only 6% did not put any answer.

Do you think that sales training is necessary in developing hotel sales?

Table 5.5: The Necessity of The Sales Training System

Alternatives	Repetition	Percentage%
Yes	45	90
No	0	0
To some extent	5	10
Total	50	100

The table shows that the sales training is necessary in developing hotel sales with the percentage of "90% ". while, only 10 percent considered that it is necessary "To some extent ".

Why is the sales training system is necessary for the hotel?

Table 5.6: The Causes of The Importance Ofthe Sales Training System

Alternatives	Repetition	percentage%
Maximize the effectiveness of each customer encounter	4	8
Teach a systematic selling process	4	8
Teach a systematic selling process	4	8
Help salespeople to understand their customers	8	16
All mentioned	30	60
Total	50	100

The percentage of 60% of respondents answered that sales training system is necessary because of all reasons mentioned above ,8%said it is necessary because it maximizes the effectiveness of each customer encounter, teaches a systematic selling process and improves the ability of salespeople, while 16% considered that it is necessary because it helps salespeople to understand their customers.

What are the most effective methods used to retain the guests?

Table 5.7: The Most Effective Methods To Retain The Guests

Alternatives	Repetition	Percentage%
Leave a very good impression	10	20
Keep in continuous touch	1	2
Regard the customer loyalty	2	4
Make every visit count	2	4
Take an immediate action	5	10
All mentioned	30	60
Total	50	100

The percentage of 60% of respondents answered that the most effective methods used to retain the guests are all mentioned , 20% said it is to leave good impression ,while 10% chose " take immediate action" and 4% said that the most effective methods are: "Regard the customer loyalty "and " make every visit count" . Finally, only 2 percent answered that the most effective method is keeping in continuous touch.

What are the most effective sales skills in the hotel?

Table 5.8: The Most Effective Skills In The Hotel

Alternatives	Repetition	Percentage%
Interviewing skills	0	0
Listening skills	24	48
Communication skills	2	4
Problem solutions skills	3	6
Interpersonal skills	1	2
All mentioned	20	40
Total	50	100

48 percent of respondents answered that the most effective sales skills in the hotel is " listening skills" , while 40 percent answered with " all mentioned", 6% considered that the most effective skills is " problem solution skills", while 4% said it is " communication skills" , and finally, only 2% chose " interpersonal skills" as the most effective sales skills.

Do you think it is important for a hotel to adapt a strategy?

Table 5.9: The Importance Of The Strategy For The Hotel

Alternatives	Repetition	Percentage%
Yes	50	100
No	0	0
To some extent	0	0
Total	50	100

All respondents indicated that it is important for a hotel to adapt a strategy

What is the extent of this importance ?

Table 5.10: The Extension of The Strategy Importance

Alternatives	Repetition	Percentage%
High	40	80
Average	10	20
Low	0	0
Total	50	100

80 percent of respondents answered that the hotel strategy is important "to High Extent" , while a small percentage of respondents "20%" answered that it is "average".

What do you think are the most important strategies?

Table 5.11: The Most Important Strategies For The Hotel

Alternatives	Repetition	Percentage%
Product knowledge strategy	5	10
Customer behavior strategy	5	10
Management strategy	0	0
Innovation strategy	10	20
All mentioned	30	60
Total	50	100

The percentage of 10% of respondents answered that the most important strategies are: Product knowledge strategy and Customer behavior strategy while 20% considered that it is "innovation strategy" and 60% answered with "all mentioned".

Why do think these strategies are important ?

Table 5.12: The Causes of The Strategies Importance

Alternatives	Repetition	Percentage%
Save time and money	10	20
Increase sales and profits	20	40
Enhance the value of business	0	0
Set goals and define directions	0	0
All mentioned	20	40
Total	50	100

40% of respondents answered that sales strategies are important because it increases sales and profits, and the same percentage answered with "all mentioned", and finally, 20% answered with "save time and money"

1. From the questionnaire, it was clear that the sales activities on the hotel are considered as an essential and important topic for hotel management.
2. Most answers of the questionnaire showed that there are many and different challenges facing the hotel sales activities in the modern era.
3. It was found out by the researcher that the most important challenges are the slow economic growth followed by "at the same level" the complexity of sales operations, the nature of the modern customer and the similarity of hotel sales processes.
4. The most respondents showed that sales training is necessary in developing hotel sales because it maximizes the effectiveness of each customer encounter, teaches a systematic selling process and helps salespeople to understand their customers.
5. It has been concluded that most effective methods used to retain the guests are to leave a very good impression and take an immediate action, and then "at the same average" regard the customer loyalty and make every visit count.
6. From the questionnaire, it is clear that the most effective sales skills in the hotel are listening skills followed by problem solution skills, communication skills and interpersonal skills.
7. Most respondents agreed with the fact that the hotel must adopt a strategy and the most important strategies which must be taken are innovation strategy followed equally by product knowledge and customer behavior strategy.

8. It was found out by the researcher that the above mentioned strategies are important because they increase sales profits in the first place, then they save money and time, and finally, a few respondents mentioned that they enhance the value of business, while others mentioned they set the goals and define the directions.

5.5. Conclusions

The sales activities are complex process which involves performing several operations at the same time, and these operations as a whole are considered to be crucial for the company to sell its products and maximize its own profits.

The research has shown that salespersons are always dealing with a customers who are resistant for making a purchase even before the salesperson had made a presentation

So strategies are important and essential for the hotel as they increase sales profits in the first place, save money and time, enhance the value of business, set the goals and define the directions.

The sales activities are required to be more organized and accurate as a way to get more opportunities to reach the process of closing the sale and put up long period relationships with the guest.

The sales departments in the hotel business are fighting with the changes which are in the customer, technology, and local trade, even changes of institution at the part level of hotels, companies offices of hotel brands, administration companies and ownership groups.

In this new environment with all those multiple changes in technologies and attitudes, the hotel needs to adopt methods and plans which are unconventional to deal properly with these new changes in the world of technology and make the most of them to attract prospect consumers, and this would require applying new and unfamiliar sales activities for the hotel through concentrating and focusing on the

training and marketing program and how to effectively communicate with potential consumers and paying much attention on the way the hotel provides its products and services.

Hotel companies went around to revise sales training as a procedures for obtaining an advantage in the market, an necessary act in defining the activity as a profession.

There are new methods and approaches of selling which are essential for the hotels which will make sure that the sales force would meet their volume, decline the competition, and make buyer loyalty to the goods or service

The successful hotel management is the one that provides programs for the recruitment of qualified staff with higher education and the refinement and improvement of their talents through various training and educational courses which enable them to handle complex and practical tasks within the hotel.

The successful sale organizations always attempt to adapt different and unique training methods, as to teach their employees to focus on how to present the products on a way during which the customer would get a real benefit and not just making a purchasing process and see the possibilities of how to get the customer to the product he really needs.

The development of the hotel industry in the future will depend "in general" on the availability of several key factors combined with each other among which the most important are: The character of the economic process prevailing in the state, The nature of the administrative system of the state (central or not central), the technological development in the country and the availability of tourist attractions leading to the recovery of the hotel industry

The main concentration of the training is on how potential wholesaler and buyer work with each other, in this case, it offers methods and strategy that help salespersons study what they should know to persuasively provide their products or services to customers in terms that customer will and finally make a purchase.

Communication skills "among which the most important are listening and understanding" are an effective tool used within the hotel to remove any barriers which may occur between the guest and the hotel staff .

The slow economic growth represents the biggest challenges which the hotel sales activities may face in the modern era as a result of the growing competition in the tourist market.

5.6. Suggestions

1. The hotel staff want to get know that customers " hotel guests" inquire the suitable questions, hence, it is necessary to identify the suitable cares and disclose wants previously unconsidered.
2. Staff of hotel at the present must use forward-looking system for maintaining skills and abilities which are important for success through joining and participating in multiple training systems.
3. As hotel sales continues to change as field, a occupation, and a functional area of the organization, a collaboration of industry and faculty is needed to create the coursework defining a sales concentration for an undergraduate degree in hospitality or general business
4. It is essential for the hotel to adapt a strategy and the most important strategies which must be taken are innovation strategy followed equally by product knowledge and customer behavior strategy.
5. The hotel administration must adapt new and unprecedented methods and approaches which will make sure that the sales force could meet their volume, decline the competition, and make buyer devotion to the product or service.
6. The hotel administration must teach his staff the most communication effective skills (listening and understanding skills) to remove any barriers which may occur between the guest and the hotel staff .

7. The hotel administration must take consideration about the collaboration rules of the selling process in the modern era (hotel marketers should work with the buyer for their mutual benefit.)
8. The successful hotels should attempt to adapt different and unique training methods, to teach their employees to focus on how to present the products on a way during which the customer would get a real benefit and not just making a purchasing process and see the possibilities of how to get the customer to the product he really needs.
9. The successful hotel management must provide programs for the recruitment of qualified staff with higher education and the refinement and improvement of their talents through various training and educational courses which enable them to handle complex and practical tasks within the hotel .

This study confirms the importance of sales activities in the market for organization and sales professionals alike and show the importance of strategies for hotels and sales departments in hotel business are fighting with changes.

Second, the study showed that sales activities are required to be more organized and accurate as way to get to reach the process of closing sales.

Third, the study confirmed the hotel management must adapt new methods and approaches which will make sales force meet their volume.

Fourth, the finding of this study theoretically and empirically confirmed that listening skill and understanding skill remove any barriers between the guest and hotel staff.

Fifth, the finding of this study theoretically and empirically confirmed successful hotels must teach and adapt unique training methods.

Sixth, the findings could be affected by small sample size .large data usually tends to be more precise result and non results can be explained by different factors such as some could have been uncomfortable to questionnaires.

Seventh the purpose of this study was to examine sales activities in Antalya hotels and recognize the importance of these activities and reveal the most effective methods and skills used by hotel sales staff.

Finally , it can be stated that this study supports the theoretical framework.



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APPENDICES

Questionnaire on: Sales Activities in Hotel Operations

The sales activities in the hotels in the modern era turned to be a huge phenomenon which contributes significantly to the national economy and generates many economic opportunities like foreign currency and different jobs. The tourist countries are in a great need to adapt new methods to enhance and improve these activities in the hotels for the favor of the tourist development and make use of all the existing tourist treasures.

Please read carefully this questionnaire, and fill it for the purpose of achieving the goal of preparing a scientific research under the title: **SALES ACTIVITIES IN HOTEL OPERATIONS.**

We fully appreciate your contribution to reach the goals required for this research.

The Researcher

Gender: male ☐ female ☐

Age: less than 30 ☐ 30-35 ☐ 36-40 ☐ more than 40 ☐

Qualification: License Degree ☐ Bachelor Degree ☐ Higher Diplon ☐
Doctorate Degree ☐

Nationality:

Question (1): Do you think that the sales hotel activities are an essential topic for hotel management ?

Yes ☐ No ☐ To some extent ☐

Question(2): In case of answering with "Yes". What is the extent of its importance for the hotel administration?

Very important ☐ Important ☐ Normal ☐

Question (3): Do you think that there are challenges facing the hotel sales activities in the modern era?

Yes ☐ No ☐

Question 4: what are the most significant challenges ?

the slow economic growth ☐ the complexity of sales operations ☐
 the nature of the modern customer ☐ the similarity of hotel sales
 processes ☐ all Mentioned ☐

Question 5 : Do you think that sales training is necessary in developing hotel sales?

Yes ☐ No ☐ to some extent ☐

Question 6: Why is the sales training system is necessary for the hotel?

☐ maximize the effectiveness of each customer encounter ☐ teach a
 systematic selling process ☐ improve the ability of salespeople
☐ help salespeople to understand their customers ☐ all Mentioned

Question 7: What are the most effective methods used to retain the guests?

☐ Leave a very good impression ☐ keep in continuous touch
☐ Regard the customer loyalty ☐ make every visit count
☐ take an immediate action ☐ all mentioned

Question 8: What are the most effective sales skills in the hotel?

☐ Interviewing skills ☐ listening skills ☐ communication
 skills ☐ problem solutions skills ☐ interpersonal skills ☐ All
 Mentioned

Question 9: Do you think it is important for a hotel to adapt a strategy?

Yes ☐ No ☐ To some extent ☐

Question 10: What is the extent of this importance ?

☐ High ☐ average ☐ low

Question 11: What do you think are the most important strategies?

- ☐ Customer behavior strategy ☐ Product knowledge strategy
☐ Management strategy ☐ innovation strategy
☐ All mentioned

Question 12: Why do think these strategies are important ?

- ☐ Save time and money ☐ increase sales and profits ☐ enhance
the value of business ☐ set goals and define directions
☐ All mentioned

CURRICULUM VITAE

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