

Evaluating the efficiency of implementing innovative marketing in the Egyptian five-star hotels

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Abstract

The study aims to clarify the role that innovative marketing plays in improving the marketing performance of hotels by evaluating the efficiency of implementing innovative marketing in the five and four-star hotels in Cairo, which seek to achieve excellence and leadership, innovate new services, satisfy the needs of their guests, and fulfill them from a marketing perspective until they can survive. Continuing the competitive momentum witnessed by the hotel sector in Cairo. Scientific questionnaires were used to obtain the study information, and to rely on the sample for the purpose due to the large size of the study sample. The results showed that innovative marketing is of great importance in that it offers new services in the market, which makes the organization distinct from its competitors and the first to offer new services in the market. Importance for developing and assembling the personal skills of innovative employees of the organization, as well as improving the quality of services provided and enhancing the competitiveness of the enterprise. Several recommendations were reached, including the need to develop a strategy and programs to provide new and continuous services to customers and to adopt new and innovative promotional and marketing campaigns to attract customers through the extensive use of promotional elements.

Keywords: innovative marketing, marketing performance, hotel sector.

Introduction

Innovative marketing has been and still is the subject of interest of academics and practitioners in the field of marketing, because of its positive impact on the success of the organization in marketing, and the consequent success of the hotel in general in achieving efficiency and effectiveness (Morris & Laforge, 2003). It is noticeable that the term innovation is widely used in all functional areas of organizations, but in the field of marketing innovation is seen as being in the field of product, indeed, many references have focused on that innovative marketing can be observed as a specific case of product innovation (Eugene & Sanal, 2004). The successful marketer during the past decade has been innovative because innovation from the marketing point of view depends on pricing and the specifications of the commodity and its development (Baer & Michael, 2003). He should focus on the previous aspects related to pricing and specification, so innovative marketing can be defined as a new practice or a new expression for the individual who adopts it, and thus the focus is not on the degree to which the idea differs from the stable ideas, but on the focus on adopting it (Bartow, 2000).

Innovative marketing may focus on the product element (good or service), the price element, the promotion element, the distribution element, or all of these elements at the same time, in other words, this type of innovation is directed to the elements of the marketing mix, and innovation may be in the field of marketing research (Reginald, 2000). Also, innovative marketing may take the form of adopting a specific issue or differing from competitors in their stance towards a specific issue or topic, thus, innovative marketing constitutes an important area in developing the business and maintaining a strong relationship with the market (Blair & Zinkham, 2006).

It appears in competition between enterprises that market share and sales translate the position of the enterprise among other competing institutions, but the fact of excellence is the logic of the enterprise's inputs and not its outputs, whether its material resources or moral resources (Cascio & Nacef, 2010). Materialism relates to raw materials and morals such as management systems, which are among the most recent innovations, as various organizations seek to embrace and implement various innovations, including innovative marketing in goods and services, pricing, distribution, and promotional means (Chen, 2006). If organizations want to embrace innovation in their activities, marketing is one of the areas that lead the process of change to ensure excellence and avoid the risk of competitors and the ability to adapt to contemporary developments and thus become innovative marketing is an urgent situation sought by many institutions (Ashley & Tuten, 2015). In all of these cases, innovative marketing has become one of the most important sources of excellence and a measure of the organizations' good performance to grow, survive and continue in the market. Service organizations seeking to improve their marketing performance in the current era are witnessing a shift from the model of traditional institutions to the model of innovative institutions. In the light of the above, the problem of the study appears and can be formulated as follows, innovative marketing affects the marketing performance indicators of the service organization, and identify innovative marketing and its importance for service institution. The objectives of the study are including highlighting the importance of innovative marketing in improving marketing performance, identifying the awareness extent among decision-makers in institutions and facilitators of the feasibility of innovation in marketing in general and its importance in the field of services and measure the effectiveness of the applied innovative marketing mechanisms.

The study Problem

Service organizations seeking to improve their marketing performance in the current era are witnessing a shift from the model of traditional institutions to the model of innovative institutions. In the light of the above, the problem of the study appears and can be formulated as follows, innovative marketing affects the marketing performance indicators of the service organization, and identify innovative marketing and what its importance for service institution. Innovative marketing with its elements is the mechanism adopted by the organizations to achieve the lead in facing the challenges in distinctive ways as an intellectual development in the business world as well as being the new environment that helped creativity, innovation, and competition.

The importance of the study

With the continuous scientific progress, technological development, information revolution, increasing competition, the diversity of markets and the needs and speed of their change, institutions are gradually realizing the importance of innovation and its role as a systematic activity in reaching new products, markets, technologies, and methods that achieve a competitive advantage (Kangalm, 2015). If organizations want to embrace innovation in their activities, marketing is one of the areas that lead the process of change to ensure the excellence and avoid the risk of competitors and the ability to adapt to contemporary developments and thus become innovative marketing is an urgent situation sought by many institutions (Ashley & Tuten, 2015). In all of these cases innovative marketing has become one of the most important sources of excellence and a measure of the organizations good performance to grow, survive and continue in the market. And thus, can show the importance of research in the following points: Enrich the theoretical framework in this part, and thus fill a gap found in research related to innovation and impact in marketing and raise its performance and achieve organizational excellence. Reveal the importance of using

innovative marketing as a tool that will increase the marketing performance and reflect positively on the reputation and profitability of the enterprise.

Study objectives:

The objectives of the study are the following points:

1. Highlighting the importance of innovative marketing in increasing the loyalty of customer.
2. Raising awareness among decision makers in institutions and facilitators of the feasibility of innovation in marketing in general and its importance in the field of services in particular;
3. Come up with some results and suggestions that will help the organization improve its innovative marketing.

Study hypotheses:

The hypotheses that we adopt as a basis for discussing the subject of the study were:

1. There is a statistically significant relationship between awareness among hotel managers of the concept of innovative marketing and improved marketing performance in hotels.
2. There is a statistically significant relationship between innovative marketing and increasing the loyalty of customer.

Definition of innovative marketing:

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



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

Raising the value of resources

Business organizations that adopt innovative marketing processes will not only have an opportunity to choose their external environment but will also have an opportunity to choose their internal environment (Good & Stone, 2000). The process of raising the value of resources means the process carried out by the organizations that follow the innovative marketing processes according to their own resources for analysis and ascertaining the resources that these organizations need, identifying those resources that are required by the organization, and raising their value (Mahajan & Venkatesh, 2000). Raising the value of resources is the starting point for the integration process of resources, which is related to the success or failure of the organization's resources and the formation of the ability to integrate these resources (Jun & Cai, 2001).

The development of marketing technology

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

Sustainable creativity

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

Calculated Risk

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

The impact of innovative marketing on hotel performance

Innovative marketing expresses the hotel's ability to create multiple opportunities for growth and continuation in the market by achieving profitability and increasing sales, by reducing costs, as we find that the most innovative is the most capable of creating new markets and transforming threats into future opportunities that it can benefit from, and we will try to do this (Kim et al, 2017). The topic highlights the impact of innovative marketing on a set of indicators such as profitability, sales volume, costs, as well as the product life cycle, in addition to trying to gain consumer satisfaction (Kjellberg et al, 2015).

The impact of innovation marketing on profitability:

There is a very important relationship between profit and innovative marketing, as innovative marketing is considered one of the factors affecting profitability, but there is what is called innovative profit, which is the profit resulting from innovation (Lamey et al, 2012).

It has been shown that the innovative profit comes from all aspects of the hotel's work, be it production, financial, marketing or management functions, meaning that all hotel activities can contribute to achieving innovative profit (Laukkanen et al, 2007). According to Laursen et al (2016) the hotels' success in increasing their efficiency in all the previous aspects or in some of them during the time period under consideration, will contribute to the development of the innovative profit achieved by the hotels, as innovative marketing affects the success of the product through its ability to respond to the needs and desires of consumers better than competitors, and achieving the so-called higher price advantage and lower cost and these two features are interrelated as shown below:

First - the advantage of higher price:

The hotel's drastic innovation of new products or improvements that are consistent with what the consumer wants, may result in the hotel monopolizing the market or part of the market temporarily due to its new elements that are generated from innovation and the harmonization component generated by marketing so the combination of these two elements can only be achieved through the adoption of innovative marketing (Lee et al, 2019). The degree of monopoly depends on the degree of intensity of innovation on the one hand, and the ability of competitors to catch up with the hotel, whether through imitation or presenting innovation better than the innovation presented by the hotel on the other hand, but what we must point out is that the hotel is not alone in the market, there are competitors monitor it and they will react quickly, either by imitating the hotel product, or by coming up with a new product that is better than the hotel product (Lee et al, 2017). In this case, the hotel will find itself in the competition circle again, and thus the profits made are temporary, and here the innovative hotel in all cases has used the period to come up with another new product, and thus achieve the advantage of being ahead again, as the hotel is in the period that competitors take it to catch up. You have taken advantage of the lower unit cost advantage through learning resulting from the law of experience (experience curve) and this leads us to talk about the lower cost advantage (Mahr et al, 2014).

Second - the lowest cost advantage:

We have seen that in the higher price advantage that the hotel can achieve a monopoly in the market, and the degree of monopoly is related to the degree of innovation intensity and its suitability to the needs and desires (Mariadoss et al, 2011). However, in the competition market there are some competitors who have developed their own methods that enable them to imitate the new products and thus they will imitate the hotel product, and then quickly catch up with it, which may undermine the hotel's ability to recover its investments and satisfactorily benefit from what it presented to the market, and here it can be indicated that the innovative hotel that was able to obtain the advantage of a head start can benefit again from this innovation, but in another way, which is the lowest cost advantage (Medrano et al, 2016).

The impact of innovation in reducing cost and increasing sales:

Reducing the cost is one of the most important goals pursued by any hotel, due to what is reflected in the performance of the hotel, as the low cost compared with competitors means a selling price lower than the price of competitors, and this gives the hotel a competitive advantage that enables it to withstand competition (Mena et al, 2015). Providing the same product, but at a lower price due to reducing its final production cost, is considered from a marketing point of view a new product based on the improvement process that falls within the broad concept of innovation, and this represents the trend from top to bottom in the improvement process by eliminating all kinds of waste of resources in the current process or

the current product (Merrilees et al, 2011). Where, through innovation, the hotel can reduce the cost through less raw materials or a more productive technological process, or through the marketing efficiency of innovating and / or introducing the product to the market, and this is what matters to us here (Michel et al, 2008). If the hotel is able to devise a new marketing method that allows it to display the product and / or introduce a new product, but at a lower cost, this may be reflected in reducing the final cost of the product, especially if we say that 50% of the product's spending is spent on the marketing process and the various distribution intermediaries, and this what makes the hotel that adopts the innovative direction in marketing is able to reduce the price to a level below the normal price in the market, which makes it able to increase the amount of sales (Mothe et al, 2012).

The impact of innovation on the product life cycle

There is a relationship between product innovation and its life cycle on the one hand, and between the product life cycle and profitability on the other hand, it is known that every product has a life cycle where it is born, lives and then dies (Mulhern, 2009). Marketing specialists have agreed that there are four stages in the product life cycle, so the product passes through periods from time to the stage of introduction, then the stage of growth, then the stage of maturity and finally the stage of decline or decline (Naidoo, 2010). As during the introduction stage the organization bears a loss as a result of spending on advertising and promoting to create awareness and awareness of its new product among consumers and its definition, in addition to expenses related to market research, and if success is achieved which is largely due to marketing, the product will move to the growth stage, in which the volume of its sales increases and the product becomes profitable, then the situation continues for a period until the product reaches another stage, which is the stage of maturity, where the increase continues in sales, but at gradually low rates (Ngo et al, 2012). And as a result, the profits of the producer at this stage have reached their maximum and then begin to decline rapidly to the degree with which the management should expect the occurrence of a loss (Nguyen et al, 2015). Indeed, when the producer moves to the stage of decline, the volume of his sales decreases and results from that's a loss (Onyas et al, 2015). It is known that profits begin with the growth stage and are at their maximum in the stage of maturity and therefore the lengthening of the time of the product life cycle, especially the growth and maturity stages, is reflected in the flow of sales, and then profits are achieved for a longer period (Perks et al, 2011). Innovation through the improvement approach is the most important strategy that the organization can follow to extend the life of the product and this is the reality of the important relationship, adding new or improved features to the current process or the current product or adding one or more new features to the new product such as improving its design, facilitating its use or its suitability for the purpose of its use for the customer ... etc., it is included in innovation, as this improvement results in creating a new desire in the consumer that pushes him to buy back (supply creates demand again and drives it), and this is the basic task of marketing innovation, where this method is better and more efficiency from resorting to heavy promotion in the event that a product enters decline in order to return it to maturity or growth (Pino et al, 2016).

The impact of innovation on consumer satisfaction

There is a hidden conflict between the marketing function and the production function when it comes to product innovation, and there are two directions in this process, as each function supports a certain direction, and these two trends are simplification and diversification, and the enterprise must determine its policy towards them (Ramirez et al, 2018). Product diversification means determining an optimal degree of diversification of the product assortment, as the increased diversity (increasing the number of different products that the

enterprise produces in response to the customer's special needs) increases the cost and reduces operational efficiency, and this from the point of view of production is not desirable (Rampersad et al, 2010). While simplification or limited diversity increases the operational efficiency of the production system, it reduces sales, because it limits the response to the various needs of customers, and this from the marketing point of view is not desirable, and since the production asset is not full stores but rather a demand for it in the market (Rapp et al, 2013). Where we find that innovation leads to diversification from it to simplification, because it brings new and that is included in diversity in that the new is an additional type added to the other types produced by the company, as diversification means the presence of a large number of products, and this leads to improved consumer service because this It provides him with a greater opportunity to choose products according to his needs, which increases sales, and any reduction in the degree of diversity compared to competitors should lead to a decrease in sales (Reinartz et al, 2011). This leads us to talk about finding a balance between these two aspects, but before this, the following question must be answered: What is the role of innovation in all of this? The institution's adoption of a strategy to diversify its products means that it introduces additional new product lines to the current lines in which the organization deals, and this is an innovation on less than a marketing perspective (Rindova et al, 2007). Diversification leads to satisfying the largest number of consumers in addition to improving the reputation of the institution, and all this will only be achieved through the institution's adoption of an innovative marketing strategy when it introduces new products to the market (Sánchez-Gutiérrez et al, 2019).

Effect of innovative marketing on market share and growth

Innovative marketing affects the hotel's market share as contributes to increasing the number of clients, slides or market sectors that may target new products to meet the wishes of a particular market sector or improvement in line with the needs and requirements for previously exists or even polarized a certain slide Consumers (Schubert, 2010). The most important areas of innovative marketing are summarized as follows:

1- Product innovation

A product is anything that can be presented to the market for the purpose of consumption, use, or to satisfy a specific need or desire. In that concept, it contains all tangible and intangible elements, people, places, organizations, and ideas. It also shows that the product is a distinct unit with a set of characteristics such as: size, price, physical appearance, and color, taste (Shankar et al, 2011). Product innovation plays a key role in the field of products, to obtain new products for the market, or to introduce modifications or additions to the current product, or to improve it in a way that makes it different from other products (Sheng, 2017).

2- Price innovation

According to Shergill et al (2005) innovation in price is one of the important entrances to achieving marketing excellence among business enterprises and enabling them to find a competitive advantage for them. However, such innovation has not received the attention it deserves from writers, practitioners, and researchers in marketing, compared to other areas of innovation in the marketing mix.

3- Distribution innovation

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

4- Innovation in promotion

Promotion is an activity that takes place within the framework of marketing efforts and involves a persuasive communication process. It was later recognized that the process of defining the concept of promotion is very difficult. The price of the commodity, the level of quality, the service, the distinctive mark, and the characteristics of the commodity all constitute promotional contents through which purchasing behavior can be lured (Sok et al, 2013).

Study method

The study depended on the quantitative method. The quantitative method is a scientific method that explains social phenomena through numerical data using a set of statistical methods. The quantitative method is used in measuring social phenomena to evaluate, describe, and analyze them, in addition to making predictions about this phenomenon. Study variables were measured based on previous studies to ensure data validity. The questionnaire consisted of four parts: First part: profile information. This part included (6) questions that included the demographic characteristics of the study sample members. The second part: measuring the awareness of marketing managers in hotels with the concept of innovative marketing. This part includes (6) questions that measure the level of awareness of marketing managers in hotels with the concept of innovative marketing, and the researcher used the five-degree Likert scale to varying approval grades, with number (1) expressing the greatest disapproval (strongly disagree), and number (5) expressing the greatest approval score (strongly agree). The third part: the effectiveness of the application of innovative marketing. This part (11) includes a question that measures the effectiveness of the application of innovative marketing, and the researcher used in answering those questions the five-degree Likert scale with different approval ratings, where the number (1) expresses the greatest disapproval (strongly disagree), and the number (5) expresses the greatest approval score (strongly agree).

Population and sample

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

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

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

Validity and Reliability

To ensure the validity of the study instrument, the questionnaire was presented to academics in hotel studies to find out its validity. Their opinions were largely in agreement with the questionnaire items. The reliability of the questionnaire was calculated by using the

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

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

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

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

Results and Discussions

1- Demographics and profile

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

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

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

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

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

Table (4): Respondents' awareness of the concept of innovative marketing

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

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

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

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

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

Relating the statement “Managers have sufficient knowledge of the different stages that innovative marketing goes through when applying it.” The percentage of acceptance was 70.4%, since 7.4% of the respondents strongly agreed and 63.0% reported agree. While 22.2% of the sample marked neutral. The percentage of disagreement was 7.4%, since 3.7% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.67 and the standard deviation was 0.820.

This means that the respondents accepted the statement. This accorded with previous literature, which claimed that managers must have sufficient knowledge of the different stages that innovative marketing goes through to apply it effectively.

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

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

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

Table (5): Respondents' attitude towards innovative marketing and customer satisfaction

No.	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	Innovative marketing helps attract customers.	4.11	.879	3.7	0.00	11.1	51.9	33.3
2	Innovative marketing achieves profits for the company by increasing customer satisfaction with the services always provided to them.	3.96	.885	3.7	0.00	18.5	51.9	25.9

3	The customer is satisfied with the innovative products and services offered by the hotel with great appreciation and respect.	3.74	.890	3.7	0.00	33.3	44.4	18.5
4	The hotel is keen to compensate the customer in the event of an error in the provision of the service or product.	3.70	.940	3.7	3.7	29.6	44.4	18.5
5	The hotel services are provided according to the needs of the customers to improve the reputation of the hotel.	3.85	1.012	3.7	3.7	25.9	37.0	29.6

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

According to the results shown in table (5) concerning the statement “Innovative marketing helps attract customers.” The percentage of acceptance was 85.2%, since 33.3% of the respondents strongly agreed and 51.9% reported agree, while 11.1% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 4.11 and the standard deviation was 0.879. This means that the respondents accepted the statement.

Regarding the statement “Innovative marketing achieves profits for the company by increasing customer satisfaction with the services always provided to them.” The percentage of acceptance was 77.8%, since 25.9% of the respondents strongly agreed and 51.9% reported agree, while 18.5% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.96 and the standard deviation was 0.885. This means that the respondents accepted the statement.

Concerning the statement “The customer is satisfied with the innovative products and services offered by the hotel with great appreciation and respect.” The percentage of acceptance was 62.9%, since 18.5% of the respondents strongly agreed and 44.4% reported agree, while 33.3% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.74 and the standard deviation was 0.890. This means that the respondents accepted the statement.

Relating the statement “The hotel is keen to compensate the customer in the event of an error in the provision of the service or product.” The percentage of acceptance was 62.9%, since 18.5% of the respondents strongly agreed and 44.4% reported agree, while 29.6% of the sample marked neutral. The percentage of disagreement was 7.4%, since 3.7% of the respondents strongly disagreed and 3.7% of the respondents disagreed. The mean value was 3.70 and the standard deviation was 0.940. This means that the respondents accepted the statement.

As for the statement “The hotel services are provided according to the needs of the customers to improve the reputation of the hotel.” The percentage of acceptance was 66.6%, since 29.6% of the respondents strongly agreed and 37% reported agree, while 25.9% of the sample marked neutral. The percentage of disagreement was 7.4%, since 3.7% of the respondents strongly disagreed and 3.7% of the respondents disagreed. The mean value was 3.85 and the standard deviation was 1.012. This means that the respondents accepted the statement.

Table (6): Respondents' attitude towards innovative marketing and marketing technology development

No.	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	The hotel is keen to develop the products offered to the customer	4.19	.866	3.7	0.00	7.4	51.9	37.0
2	Technological development in the hotel plays an important role in the success of our marketing practices	4.07	.904	3.7	0.00	14.8	48.1	33.3
3	The hotel respects the ideas put forward by the employees, especially the new technological ideas	3.67	.986	7.4	0.00	25.9	51.9	14.8
4	The hotel depends on technological development in the field of competition with other hotels	3.52	1.037	3.7	11.1	33.3	33.3	18.5
5	The hotel has advanced technology to design and manufacture its products	3.59	.996	3.7	7.4	33.3	37.0	18.5
6	The hotel has a database of the latest technological developments in the world regarding its products	3.63	1.064	7.4	3.7	25.9	44.4	18.5

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

Concerning the statement “The hotel is keen to develop the products offered to the customer” The percentage of acceptance was 88.9%, since 37% of the respondents strongly agreed and 51.9% reported agree, while 7.4% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 4.19 and the standard deviation was 0.866. This means that the respondents accepted the statement.

According to the statement “Technological development in the hotel plays an important role in the success of our marketing practices” The percentage of acceptance was 81.4%, since 33.3% of the respondents strongly agreed and 48.1% reported agree, while 14.8% of the sample marked neutral. The percentage of disagreement was 3.7%, since 3.7% of the respondents strongly disagreed and no one marked disagreed. The mean value was 4.07 and the standard deviation was 0.904. This means that the respondents accepted the statement.

Relating the statement “The hotel respects the ideas put forward by the employees, especially the new technological ideas” The percentage of acceptance was 66.7%, since 14.8% of the respondents strongly agreed and 51.9% reported agree, while 25.9% of the sample marked neutral. The percentage of disagreement was 7.4%, since 7.4% of the respondents strongly disagreed and no one marked disagreed. The mean value was 3.67 and the standard deviation was 0.986. This means that the respondents accepted the statement.

Relating the statement “The hotel depends on technological development in the field of competition with other hotels” The percentage of acceptance was 51.8%, since 18.5% of the respondents strongly agreed and 33.3% reported agree. While 33.3% of the sample marked neutral. The percentage of disagreement was 14.8%, since 3.7% of the respondents strongly disagreed and 11.1% disagreed. The mean value was 3.52 and the standard deviation was 1.037. This means that the respondents accepted the statement.

Relating the statement “The hotel has advanced technology to design and manufacture its products” The percentage of acceptance was 55.5%, since 18.5% of the respondents strongly

agreed and 37.0% reported agree. While 33.3% of the sample marked neutral. The percentage of disagreement was 11.1%, since 3.7% of the respondents strongly disagreed and 7.4% disagreed. The mean value was 3.59 and the standard deviation was 0.996. This means that the respondents accepted the statement.

Relating the statement “The hotel has a database of the latest technological developments in the world regarding its products” The percentage of acceptance was 62.9%, since 18.5% of the respondents strongly agreed and 44.4% reported agree. While 25.9% of the sample marked neutral. The percentage of disagreement was 11.1%, since 7.4% of the respondents strongly disagreed and 3.7% disagreed. The mean value was 3.63 and the standard deviation was 1.064. This means that the respondents accepted the statement.

Correlation Analysis among studied variables

The Correlation between two variables reflected the degree to which the variables are related. Spearman's Correlation coefficient was calculated. Spearman's Correlation reflected the degree of linear relationship between variables. It ranges from (+1) to (-1). A correlation of (+1) means that there is a perfect positive linear relationship between variables. A correlation of (-1) means that there is a perfect negative linear relationship between variables. Correlation of (0) means there is no linear relationship between the two variables. Regression analysis was used to determine the effect of independent variable on dependent variable. Coefficient correlation between variables is a quantitative index of association between these variables. Results of this analysis by enter method for Innovative marketing awareness on Innovative marketing application presented below. The results in Table (8) indicated that, the existence of a relationship between the independent variable (Innovative marketing awareness) and the dependent variable (Innovative marketing application) was supported. Moreover, the model suggests that the Innovative marketing awareness explains roughly 53.3 % of the variation in Innovative marketing application.

Table (7): Effect of internal marketing on Service quality

Model		Un standardized Coefficients		Standardized Coefficients	Adjusted R square	t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.440	0.207		0.533	6.983	0.000
	Innovative marketing awareness	0.635	0.057	0.733		11.102	0.000

Table (8): Correlations between awareness of innovative marketing and its application

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

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

Study recommendations

Through this study, the following recommendations can be drawn:

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

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تقييم كفاءة تنفيذ التسويق الابتكاري في فنادق الخمس نجوم بالقاهرة

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تسعى الدراسة إلى توضيح الدور الذي يلعبه التسويق الابتكاري في تحسين الأداء التسويقي للفنادق وذلك من خلال تقييم كفاءة تنفيذ التسويق الابتكاري في فنادق الخمس والأربع نجوم بالقاهرة، التي تسعى إلى تحقيق التميز والريادة، وابتكار خدمات جديدة، وإشباع احتياجات ضيوفها، والوفاء بها من منظور تسويقي حتى يتمكنوا من البقاء. والاستمرار في الزخم التنافسي الذي يشهده قطاع الفنادق في القاهرة. وتم استخدام الاستبانات العلمية للحصول على معلومات الدراسة، والاعتماد على عينة الغرض نظراً لكبر حجم عينة الدراسة. أظهرت النتائج أن للتسويق الابتكاري أهمية كبيرة في كونه يطرَح خدمات جديدة في السوق مما تجعل المؤسسة تتميز عن منافسيها وتكون السبابة لطرَح خدمات جديدة في السوق، كما توصلنا أن للتسويق الابتكاري دور كبير في تحسين مؤشرات الأداء التسويقي للمؤسسة الخدمية كما أظهرت النتائج أن التسويق الابتكاري أمر بالغ الأهمية لتطوير المهارات الشخصية للعاملين المبتكرين في المنظمة وتجميعها، وكذلك تحسين جودة الخدمات المقدمة وتعزيز القدرة التنافسية للمؤسسة. وتم التوصل إلى عدد من التوصيات منها ضرورة وضع استراتيجية وبرامج لتقديم خدمات جديدة ومستمرة للعملاء، واعتماد حملات ترويجية وتسويقية جديدة ومبتكرة لجذب العملاء عن طريق الاستخدام المكثف لعناصر الترويج.

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