

9. Conclusion

This research studied what the staff and owners of Hotel X thought about the current stage of the hotel's marketing. The aim was to form a new strategic marketing plan for the hotel emphasizing on how the hotel could improve their marketing and what marketing efforts are needed. The aim was never to form a tactical marketing plan with a strict timeline but rather to give a framework on how the hotel should proceed with its marketing; what aspects of the current marketing actions could be improved and what kind of new marketing actions could be added.

As the research was conducted by interviewing the hotel's staff and owners the insight to the marketing operations of the hotel are extensive. The results of the research formed the strategic marketing plan with situational analyses, marketing objectives and strategy and in the end an action plan.

The outcome of the research is good for it offers the Hotel X a good framework on how to proceed with their marketing. It might offer new ideas and point out the areas that need improvement. The research could be continued for example with a more detailed time line and the division of areas of responsibilities between the owners and staff members.

The results of the research show that the Hotel X is in need of up dating its facilities as well as taking steps forward gaining new customer groups as well as taking a new approach on how to keep the regular customers satisfied and keep them coming back to the hotel. Hotel X has many advantages and disadvantages to it, but all in all it also has a lot a potential. It may not have the resources to be as modern and upscale as many of the nationwide chain hotels but it does have the resources to be innovative and to keep marketing the image of a "home-away from home" family hotel.