

# Innovation of Hotel Operation Strategy in the Context of New Media

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**Abstract:** New media has progressively grown to play a crucial role in contemporary society as the Internet and mobile Internet have developed. The way that people obtain information has drastically changed in the age of the digital explosion. Because people's desire for knowledge cannot be satisfied by conventional advertising and public relations, new media has emerged as a crucial tool for business publicity. For hotels, using conventional media to draw customers is less important than using web marketing to do it. This essay provides a succinct study of the marketing approach used by traditional brick-and-mortar retailers in the age of digital media. The goal is to boost physical retailers' marketing efforts even more.

**Keywords:** New Media; Hotel Operation Strategy; Innovation

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## 1. Introduction

New media has evolved into an essential component of contemporary society with the advancement of Internet technology and the arrival of the mobile Internet era. New media has had a significant impact on how people live their lives and communicate with one another in today's digital age. New media has simultaneously given businesses new opportunities and difficulties. One of them, the use of new media, has emerged as a crucial development path for the hospitality sector. The demand for hotels has changed in recent years as a result of the popularity of mobile applications and the growth of social media platforms. Consumers are no longer content with the standard service model and are now more interested in personalized and unique experiences. As a result, one of the key concerns in the present hotel sector is how to better serve customers' requirements through new media. This article intends to investigate the innovative hotel operation strategy against the backdrop of new media in order to overcome this problem.

## 2. Guarantee Measures of Hotel Operation in the Context of New Media

### 2.1 The Impact of New Media on Traditional Media

The growth of social networks and mobile Internet has made new media one of the primary ways that people now get their information. Additionally, because new media can disseminate information more quickly and appeal to a wider audience, traditional media are up against formidable obstacles. Hotels must therefore address the impact of new media. To adapt to the demands of the new media era, hotels must first acknowledge the value of new media and aggressively explore new marketing strategies. For instance, they may market and promote the hotel using Weibo and WeChat, or they could use various mediums to showcase the benefits and features of the hotel to prospective guests, such as short movies. In addition, hotels can utilize SEO strategies to raise the position of their websites in search results, which will increase visibility. Second, hotels also need to improve interactive customer communication. As a result of the more individualized and varied needs of consumers in the age of new media, hotels must better comprehend their client's needs and preferences in order to satisfy them while also delivering superior customer service. To increase brand awareness and customer loyalty, for instance, online activities can be published on social media and users can be encouraged to take part in them. Additionally, an online customer service system can be launched to offer consumers round-the-clock assistance and consultation services. The analysis and mining of data should be another area of emphasis for hotels. In terms of user behavior, click-through rate, browsing duration, and other statistics, new media offers a vast array of data resources. Hotels are better able to comprehend industry trends and development directions through in-depth data analysis and mining, which allows them to create more precise business strategies and marketing plans.

## **2.2 Problems in Hotel Operation under the Background of New Media**

The emergence of social networks and the mobile Internet in the new era has made new media an essential component of contemporary society. The use of new media in the hotel industry as a conduit for marketing has grown significantly. Hotels, however, face a variety of difficulties and opportunities in the modern media environment. The functioning and growth of hotels have been impacted by some of these issues. The influence of new media on traditional advertising is significant, to start. Traditional advertising strategies are outmoded, and new media platforms offer more individualized and targeted advertising. Hotels must therefore embrace new media to boost brand recognition and draw in potential consumers. The variety of material on new media platforms and the intense competition necessitate that hotels adapt their promotional strategies frequently in order to stay competitive. Second, it is impossible to ignore the information explosion brought on by new media. How to sort through all of the useless information that is being thrown in front of customers is becoming a big concern. For guests to discover the information they seek quickly, hotels must offer high-quality materials. Additionally, new media has introduced new forms of communication, such as microblogs, WeChat, and others. Although these modern means of communication give hotels more options for involvement, they also make the management of businesses more challenging. Last but not least, the quick growth of new media has raised the bar for hotels' technical requirements. Hotels must have good data analysis skills in order to better understand consumer demand and behavior and create corresponding marketing strategies <sup>[1]</sup>. Additionally, hotels must have a qualified staff that is in charge of ensuring that new media channels like websites and apps remain reliable and of high quality. In conclusion, the hotel business is seeing a significant shift as a result of new media, an emerging technical tool. Hotels must use a number of protective steps to adjust to this transformation, including bolstering their brand image, enhancing service standards, and optimizing marketing plans.

## **3. Innovative Strategies for Hotel Operation in the Context of New Media**

### **3.1 Product Innovation Strategy**

A key strategy for achieving brand distinctiveness and boosting competitiveness in the new media context is product innovation for the hotel industry. It can specifically begin with any of the following: 1. Offer a customized level of service More and more consumers are hoping to receive a more individualized service experience as a result of the shift in customer demand. As a result, hotels can employ big data analysis technologies to comprehend their guests' demands and preferences in order to customize distinct service options to suit each one. For instance, intelligent voice assistants can be put in guest rooms so that visitors can control the lights, air conditioning, TV, and other equipment in the room using voice commands; they can also be used to open a special lounge area that is only accessible to VIP members, among other things. In addition to raising client happiness, these actions raise the hotel's added value and strengthen its position as a market leader. 2. Describe unique goods or services. In addition to providing individualized services, hotels can increase their customer base by offering distinctive goods or services. In addition to improving the hotel's product assortment, these initiatives draw in more upscale travelers. 3. Make the relationship with social media sites stronger. With the growth of social media, an increasing number of individuals are using different social networks to connect and share their experiences. Hotels should use social media channels to their advantage and offer joint promotions with other companies rather than doing their own marketing campaigns. Additionally, they might work along with well-known travel websites to push information about the hotel to visitors and build its profile.

### **3.2 Channel Innovation Strategy**

Consumer demand for information is increasingly varied in the modern period thanks to the advancement of Internet technology and the popularity of mobile Internet. In order to satisfy client demands and enhance brand recognition and reputation, hotel companies must use a range of channels. The new media era has also made old marketing strategies less appealing, thus hotel companies must switch to new marketing strategies to promote their brands. This report suggests social media marketing as a new channel innovation technique to deal with the issue. Social media is now a crucial component of contemporary life, and its importance is expanding. The audience of hotel businesses can be successfully increased, and brand visibility and word-of-mouth recommendations can be enhanced, by utilizing user groups on social media platforms. Additionally, social media may assist hotel organizations in better-comprehending customer wants and swiftly adjusting their commercial plans to gain a competitive edge in the

industry. To be more specific, we can implement the following strategies: first, create official accounts and consistently post informative content; second, engage in interactive fan communication, answer their queries, and offer high-quality services; third, collaborate with other public figures in related fields and carry out joint promotional activities to increase traffic. These programs not only help hotel businesses become more visible, but they can also improve customer loyalty and brand perception, which can help businesses flourish [2].

### **3.3 Promotion Innovation Strategy**

Understanding how to run successful promotions using new media platforms is essential for hotels. In order to get more potential consumers to pay attention and take part in the activities, hotels can first distribute coupons or discount codes through social media channels like Weibo and WeChat. Additionally, the hashtags or keyword search features on these platforms can be leveraged to engage the target audience and build brand recognition. Additionally, hotels might incorporate their products into certain well-known variety shows or web series to broaden their audience and influence. The second option is for the hotel to implement fresh means of advertising like offline signing, online drawings, and so on. These formats allow it to more effectively address customer demands and pique interest in purchasing. Sweepstakes can be started online, for instance, where participants can upload a photo of their choice. A few of these photos will then be chosen at random as the winners and will receive the appropriate presents. In addition to drawing in more participants, such an event will also improve the brand's reputation and boost the impact of word-of-mouth advertising. In order to truly improve market competitiveness, the hotel also needs to strengthen customer feedback and communication through a variety of channels in order to gather feedback, promptly address guests' needs, and continuously improve service quality.

### **3.4 Price Innovation Strategy**

Hotel operators must constantly research new marketing strategies and promotional tools in the contemporary world of new media. Price innovation is one of the key tactics among them. They may create a fair pricing strategy that will effectively boost sales and draw in more clients by examining the market demand and balancing their benefits and limitations. The demands and tastes of our clients must be taken into consideration, together with our ability to comprehend their purchasing patterns and psychological needs. Introduce comparable preferential policies and promotional initiatives for various target groups to cater to the demands of various people. Second, we should use Internet technologies responsibly to improve interactive customer communication. The timely dissemination of the most recent dynamic information and preferred activities strengthens the brand's influence and visibility with the aid of social network platforms, WeChat public numbers, and other instruments. To further increase user happiness and loyalty, some offline activities can be conducted for engaging experiences, such as food tastings and cultural lectures.

## **4. Conclusion**

We investigate the originality of hotel operation techniques in the new media environment in this study. We suggest, based on research and analysis of relevant local and international literature, that new media is having an increasing impact on the hotel business and that traditional marketing tactics are no longer meeting market demand. As a result, we propose some new business methods to suit the new media era's development tendency. To summarize, hotels must continue to innovate in the new media era in order to maintain their competitiveness and expansion potential. Only by constantly researching new ideas and experimenting with new technology will we be able to maintain our competitive position in the future.

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