

# **The role of e-marketing in strengthening the hotels competitiveness at three-star hotels in Cairo**

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## **Abstract**

Today, e-marketing is one of the excellence tools for service institutions to provide their services and products on the latest information technology and communication through their websites on the international information network (internet) to meet the needs, wants and desires of their customers, despite the diversity of these institutions in service and price level offered, but all those institutions involved in completing their purchasing and selling process of services and products through the internet. So, the importance of this study refers to the role of e-marketing in the hotels sector to achieve its objectives through the use of the internet in dealing with their customers, in addition to using the various methods to increase their customers' satisfaction. So, the main aim of the study focuses on assessing the current status of the e-marketing applications at three-star hotels in Alexandria. And identify the challenges and obstacles that prevent e-marketing applications at three-star hotels.

The researchers used descriptive analytical Approach, to achieve the study goals. Study data is abstracted from different sources like journals, periodicals, internet and data from Semi-structured interview with hotel managers. Data collected was analyzed by SPSS "statistical package for social science" version 16. The researchers determined three star hotels in Cairo which counted up to 45 hotels according to Egyptian Hotel Guide (2012) to be study population.

The study results emphasized that 77 % of the respondents have no adequate knowledge about the concept and importance of e-marketing, where every respondent indicated the meaning and importance of e-marketing according to his own knowledge and his work experience as shown in figure 3, the study also confirmed that there are many obstacles that prevent e-marking application at hotels field of study. These obstacles such as high cost of the e-marketing application, lack of e-marketing experts at three-star hotels in Alexandria, and lack of confidence in e-payment means. Based on the results obtained, the study found a set of recommendations such as setting training programs at the level of the Egyptian hotels union to raise the staff efficiency at three-star hotels in Egypt, and increasing appropriate budget for e-marketing.

**Key words:** E-Marketing - Competitiveness- Marketing Mix of E- Marketing- Three-Star Hotels in Cairo- Egypt.