
Marketing plan for Barceló Valencia hotel

TU0944 - Final work degree

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Index

1. Executive summary.....	3
2. Introduction.....	4
3. Surrounding analysis.....	4
3.1 Macroenvironment analysis.....	5
3.2 Microenvironment analysis.....	8
3.3 Analysis of the competitive environment.....	9
3.4 Consumer analysis.....	13
4. Conclusions of the environment analysis.....	13
5. Analysis of the company.....	14
5.1 Introduction.....	14
5.2 Mission and vision.....	17
5.3 FODA analysis of the company.....	18
6. Strategic decisions.....	20
6.1 Objectives.....	20
6.2 Target audience and segmentation.....	21
6.3 Strategies.....	22
7. Marketing plan.....	23
7.1 Service analysis.....	23
7.2 Price analysis.....	25
7.3 Communication analysis.....	26
7.4 Distribution analysis.....	28
7.5 Schedule of actions.....	30
7.6 Control plan.....	31
7.7 Budget.....	32
8. Conclusions.....	32
9. Bibliography.....	33

1. Executive summary.

The following study deals with a marketing plan for the Barceló Valencia Hotel, it is prepared by a student who is ended the Tourism degree and she is doing practices of the degree at the hotel mentioned.

Therefore, during the practices stay, I observed some shortcomings that can be resolved to reach a greater number of clients if the hotel carries out the established marketing proposals.

Barceló Valencia presents a quite favorable external situation due to the Spanish political situation is safe and stable. The different economic factors are relatively positive. Regarding the internal environment, the hotel under study has a relatively low power of negotiation with customers. In addition, the hotel has not the threat of entering other new competitors but if it presents a direct competition.

The competition is very strong because it offers very similar services like the hotel under study and this can be a problem if the hotel does not distinguish from its direct competition. In order to achieve differentiation among the competition, a general objective is established, which seeks to achieve a positioning by the hotel under study in order to be a leader in quality offered in the different services it provides. In addition, specific objectives and strategies are established to follow to achieve the objective detailed above. So, the proposals consist in offering discounts, updating the information offered in the different Internet media, a specific loyalty program for each market segment to which it is addressed, etc.

After a thorough analysis of Barceló Valencia, we can say that this marketing plan for the year 2019 is economically viable because it does not involve a large economic investment. Likewise, if the established proposals are carried out the hotel object of study will obtain considerable benefits.

2. Introduction.

The Barceló Valencia hotel has very positive competitive advantages in terms of location, services offered, etc. But the actions are being carried out these have become obsolete, it has led to shortcomings in the services offered which is why there is a need to carry out a marketing plan for next year.

The current situation of the hotel object of study is very positive since it presents competitive advantages respect to direct competition since the hotel has views to the Museum of Arts and Sciences, a good location due to its proximity to the center and the beach, etc.

Throughout this marketing plan, we will observe an analysis of the external and internal environment of the hotel under study. A FODA analysis is necessary to detect the opportunities, threats, strengths and weaknesses. This will guide us to establish strategies and proposals to achieve the objectives set.

In this way, Barceló Valencia will be able to attract a portfolio of clients greater than this one and other positive benefits as opposed to the more direct competition it has.

3. Surrounding analysis.

First, the external and internal situation of the Barceló Valencia Hotel is analyzed.

Subsequently, the analysis of the competition to know which is its direct competition so be able to proceed favorably.

Finally, consumers will be analyzed to be able to know what target audience the hotel is targeting so to be able to act in a satisfactory manner and reach the consumers expectations.

3.1 Macroenvironment analysis.

Hotel Barceló Valencia establishes constant contact with the external environment like any other company. Therefore, it is very important to analyze the different variables since these can affect both positively and negatively. The variables are the following:

- Political environment.
- Economic environment.
- Social environment.
- Environmental environment.
- Legal environment.

Then, these are analyzed in detail.

Political environment

Nowadays, Spain presents a political stability. As a consequence, this supposes a security for the demand since it is one of the main factors that determines the demand chooses a tourist destination to carry out tourism in Spain and therefore in Valencia.

Economic environment

Currently, the economic environment is in a situation of constant change due to the great crisis that affected globally in 2008. As a result, countries such as Spain, it noted a significant economic decline in all sectors of production and services . Therefore, the Spanish government tries to improve current economic conditions with the aim of improving this situation.

The most influential economic factors are the following:

Economic growth is the ability of an economy to produce more goods and services. According to INE data, Spain has experienced growth of 3.1%.

The ***interest rate*** is relatively low, this favors the functioning of the business activity because at the moment of needing a loan of a certain amount of money it will not be a great cost. As a result, it helps the economic investment of entrepreneurs.

Regarding the ***exchange rate***, it is positive for Spaniards because they receive \$ 1.23 for € 1. On the contrary, they can be affected by the investments made by the Americans since they only receive € 0.81 for \$ 1. As a result, this may be an impediment for US tourists because they find more expensive to do tourism in a country with a euro, as it is the case in Spain. (Oanda, 2018)

Inflation is controlled so it can be considered a positive factor since it allows us to invest relatively safely.

Spain, in terms of the **level of income** is recovering from the crisis, year after year there is a small increase in the minimum wage and salaries interprofessionally. All this affects positively because Spaniards have a small increase in their salary and, as a result, they have more money to spend on the tertiary sector.

Thus, the **unemployment rate** is in a continuous decline although this rate has not declined to a large extent.

Finally, the fiscal and tax policy carried out by the government, it facilitates the different factors for companies to carry out their economic activity.

Social environment

Society is one of the most important points because companies operate thanks to society and therefore they influence each other. So, we must be attentive to the changes produced in it. The most relevant aspects to analyze are the following:

Demographic aspects.

In the first place, the **birth rate** has fallen in developed countries due to various reasons such as an increase in the pace of life, a decrease in the level of income, etc. In Spain, this is a problem because the birth and mortality rate were quite equitable in 2016 responding to a value of 8.8 ‰ and 8.79 ‰ respectively.

The same year, it had a **population growth** of 1.9 ‰, this may be due to migratory flows whose rate is 8.9 ‰.

In terms of **life expectancy** we can say that it has increased considerably if we compare to previous years with an average of approximately 83 years. (INE, 2018)

Cultural aspects.

Each country has its own customs, so a standard must be established to a certain extent to meet the needs of consumers. For example, in Benidorm, many of the hotels have a restaurant timetable adapted to the foreign tourists such as Germans and English.

Another aspect to highlight is the clothing. In each country, there is a different protocol imposed by different issues such as religion. In the Islamic states, the veil is part of the

daily dress in women. On the contrary, in Spain, it is not completely accepted since the use of accessories in the head such as caps, it is considered inappropriate in certain places such as schools, jobs ,etc. Therefore, we must consider the different religions that exist to avoid causing misunderstandings.

Technological environment

Technology is a science that is constantly changing so it is recommended to adapt to it. Before that,we must be carried out to studies to ensure that new technologies are going to favor the operation of the company. Sometimes, these studies and the introduction of new technologies can be a problem because these require a high economic investment. Also, if the companies obtain the most up-to-date technology, it may involve greater competition with respect to other companies since this can help to reduce costs in the production of a product or service, modify or create a product or service, be more efficient, etc. .

Environmental environment

Today, part of society is very aware of taking care of the environment due to the problems that are being generated in it. So they will take into account the degree of collaboration that companies have with the environment since the problems that are constantly generated in the environment by the amount of pollution. Therefore, a company that takes care of the environment at the time of producing services or products, society will consider it positively and the company will have a clean and favorable image.

Legal environment

There is no regulation that regulates tourism in a national manner, for this reason each autonomous community has its own. (Oliva, 2014). Thus, in this case, Barceló Valencia is subject to the following law: Law 3/1998, of May 21, of Tourism of the Valencian Community whose last modification was made in January 2015. (GVA, 2018)

3.2 Microenvironment analysis.

Power of negotiation with clients

It will depend on two factors. First, the number of clients that we will receive and the other one is the amount of competition that we have near. So, if we have a large amount of customer demand and next we find a company that offers a similar product with a lower price than we have established, the consumers will not choose our services so we would lower the price of remarkable way. Thus, customers will always have a certain degree of negotiation depending on the behavior they perform and the most direct competition. So, the power of negotiations with clients is generally low.

Rivalry between companies

The rivalry is quite high since in a radius of few km². We have a high amount of competition that offers very similar services. In addition, the competition is aimed at the same target audience, so the only option to improve the competitive position is through the differentiation of services. As a consequence, rivalry between companies is relatively high.

Threat of new entrants

The possibility of entry of new competitors is quite difficult because the entry barriers are quite restrictive. First, the initial economic investment is very high. On the other hand, the new entrants could buy a hotel that has gone bankrupt, an event that normally does not occur. Also the policies that hinder the entry of new competitors.

Due to the strong investment required and space limitation, I think that the new geographically near competitors will not appear. Therefore, the threat of new direct competitors is low.

The power of negotiation of suppliers

The power of negotiation of suppliers is not great because there is a great variety of them. As a result, they have not much negotiation capacity because they understand that if there is no agreement between one, it will occur with another. For example, we are looking for a supplier to obtain DIN A-4 sheets to make photocopies, we call a company and it tells us that the price of the 500 sheets package and the price is quite high for us,

so we could negotiate the price with the supplier due to he knows that there are many more suppliers that are willing to negotiate the price with us.

Being a four-star hotel, suppliers should offer a quality product so this could generate some negotiation. For example, we look for a supplier of quality Valencian oranges, the company tell us a price of the kilo, the price may seem high. In this case, there may be some degree of negotiation for the satisfaction of both but not in great quantity because quality has a price and we have to pay for it.

Threat of substitute products

As substitute products in the tourism sector, especially the hotel industry, it is the appearance of emerging destinations whose price is lower.

In addition, the demand for rural tourism has increased in recent years due to the search for features that are not found in the city such as tranquility, contact with nature, sports, etc.

As accommodation that could replace in this case it would be the appearance of tourist apartments whose value of the relation between quality and price is considered positively by the consumer against the choice of staying in a hotel.

Other substitute accommodations are the aparthotel, campsites, bungalows, etc.

Finally, we could say that there is a threat of substitute products due to the continuous search for differentiation between companies.

3.3 Analysis of the competitive environment.

To analyze the direct competition of the Barceló Valencia hotel, we will draw a circular area around it.

Less than a kilometer away from the Barceló Valencia hotel, we find a lot of direct competition that offers very similar services. For this reason I consider the hotel under study has a fairly high level of competition.

First of all, I consider for the Barceló Valencia hotel, the most competent hotel is the *Primus hotel* (image 1). This establishment has 4 stars with a double room price very similar to the hotel under study. Also, Primus hotel offers the option of free late check-out until 2:00 p.m. The SPA service with a total dimension of 800 m² with a stipulated

route so customers can enjoy the facilities in a satisfactory manner. Nowadays, the hotel offers kettle service in the superior category rooms as the suites and presidential suites. It also offers this service in the different floors and rooms of the hotel with an additional or free charge.

Image 1: Primus hotel



source: using.biz, 2018.

Second, the *TRYP Oceanic hotel* (image 2) located just 7 minutes away on foot. This hotel has 4 stars and views very similar to the Barceló Valencia hotel.

The price of one night in a standard room is very similar. In terms of service, it also has a high similarity. On the other hand, the rooms used for congresses and meetings are smaller in terms of quantity, with only 3. As a point of differentiation, it has a points program not only for holiday users also for business users.

Image 2: TRYP Oceanic hotel



source: vsj, 2018.

As well, the *NH Valencia Les Arts hotel* (image 3) has four stars and views very similar to those offered by the Barceló Valencia hotel to the Museum of Arts and Sciences. As

for the price of a double room, it is very similar like Barcelo Valencia hotel. In terms of services, it offers a heated pool with sun loungers and games room for children, last these available on weekends and during holiday periods.

Image 3: NH Valencia Les Arts hotel



source: central de reservas, 2018.

Another hotel that makes a difference to the Barceló Valencia hotel is shown in image 4, *Hotel Silken Puerta de Valencia*. It presents a situation very close to the Mestalla soccer field, the Valencia Fútbol Club team field (VFC). As a result, the demand can claim this hotel for this reason. this hotel have not major advantages that it can be found at the Barceló Valencia hotel. These are free gym, SPA and a less restrictive loyalty program as the Silken hotel because if the consumer want to increase the category of the loyalty, he has to make 20 nights or 15 stays.

Image 4: Hotel Silken Puerta de Valencia



source: Tripadvisor, 2018.

In the Vicente Beltrán Grimal street, one of the streets that cut with the Islas Canarias street, we found the hotel of the image 5 that is called *Sercotel Acteón of Valencia*. It have not a exceptional views to the Museum of Arts and Sciences. As a different

services it offers a Squash track and it is adapted to the blind using Braille in their facilities.

Imagen 5: Sercotel Acteón of Valencia.



Source: Sunshine, 2018

Another hotel that is part of the competition is the *Eurostars Rey Don Jaime* hotel (image 6), it is located relatively near to the hotel Barceló Valencia but it have not such exclusive services as Barceló Valencia hotel.

Image 6: Eurostars Rey Don Jaime hotel



source: Central de reservas, 2018.

In addition, we can find a large list of other nearby hotels that are equally part of the competition but those mentioned above are the most relevant establishments that are the direct competition for the services offered and features that they have.

3.4 Consumers analysis.

The Barceló Valencia hotel presents two lines of business, it tries to satisfy the needs of its market segment, which is the business and leisure tourist. In addition, both are totally different in terms of requirements and expectations because they seek different satisfactions in the service offered by the company under study.

4. Conclusions of the environment analysis.

The hotel sector has high entry and exit barriers. In addition, it presents a prominent competition because we currently find these accommodation establishments in any place and with a notorious competence due to the proximity that these have. Also, highlight the current difficulty of differentiation between establishments because these can afford to have any type of service from the competition in the short / medium term. As a consequence, the level of competition increases.

In addition, this type of accommodation establishments presents a diverse range of services that as a whole are very pleasant compared to other accommodation alternatives. Also, the security offered in this sector makes that the consumers choose this type of accommodation to spend the night.

Do not forget that new technologies and online travel agencies provide a problem because the demand has at its disposal all the information necessary to plan its trip and it can compare prices, quality, proximity of the hotel to its main destination, etc. As a consequence, the establishments look for any character chosen by the demand. In addition, just as technologies can negatively affect, it can also do so in a positive way as companies can make known their services and they have more opportunities to be chosen by demand.

Finally, according to data from 2017, Valencia is one of the Spanish destinations most demanded among others Spanish and foreign tourists. It is a favorable factor for the hotel sector.

5. Analysis of the company.

5.1 Introduction.

Once analyzed the environment of the company, in this case Barceló Valencia hotel, it is necessary to perform an analysis of it. And, as a consequence, to know all the relevant components of the hotel to propose a set of measures and proposals that suit the company.

After the analysis of the company, we can know the strong points we should exploit and the weak points that must be solved. In addition, the opportunities must be detected to exploit them and try that the threats do not affect the company under study.

Location and distribution of the hotel

The Barceló Valencia hotel is located as its name suggests in Valencia, specifically on Francia 11 avenue with a corner to Padre Tomás de Montañana street.

Barceló Valencia has four stars and 187 rooms. In addition, it has U-Wellness area, restaurant, breakfast (buffet) and rooms for meetings, congresses and weddings. The most sophisticated part is the 270° terrace, it is located on the 10th floor with spectacular views of the Museum of Arts and Sciences. Likewise, on the 10th floor, we find an outdoor pool.

As free additional services it offers Wi-Fi, car rental, room service, facilities for access and adapted for people with reduced mobility, bicycle rental, Spanish press, safe, soundproofed rooms, reception services, 24-hour reception, tourist information, ticket sales and luggage storage.

Additional services with cost is premium Wi-Fi with a higher speed it is normally used by people who hold congresses and meetings to avoid interference in web conferences and others as parking, shuttle service, laundry and ironing service.

As for the rooms, the hotel under study has several types with different characteristics that make its unique.

First of all, we find the **Deluxe room** of approximately 20 m². Technologically, it has a telephone, Wi-Fi, air conditioning, television, satellite and anti-fog mirror. It

allows free access to the gym, free safe, heating, King Size bed (2x2m) or 2 single beds (1x2m) and minibar with charge. In the bathroom we find a hairdryer, full bathroom, make-up mirror and personal toiletries.

In the same category we find the **Triple Deluxe room**, the only difference is that these rooms have the capacity to accommodate 3 people if extra bed is added.

Also, **Deluxe rooms with views** of the Museum of Arts and Sciences. These types of rooms are superior to those previously mentioned by the views. Additionally, it has superior dimensions, approximately 25m² and a 42 "LED television.

The Junior Suites are another type of room with a capacity of 4 people. These rooms have a full bathroom, a living room with sofas and television and the room. To accommodate 4 people, the living room can be converted into a bedroom by adding two extra beds. Also, this room type has a 48 "LCD TV and it includes a bathrobe and slippers without charges.

We find the **Junior Suites with views** of the Museum of Arts and Sciences, this is its unique feature to the previous so these room type are superior category. These add an availability of 10 rooms in all the hotel.

Exclusively, the hotel has two **Suite rooms**. These rooms have two double rooms, either with a King Size bed (2x2m) or 2 single beds (1x2m). In addition, these rooms have a living room with sofas and TV and two bathrooms. As differentiating features among the other rooms are that they enjoy DVD, Hi-Fi sound system, 48 "LCD TV, Ipod / Iphone base, in the bathroom we also find for free the bathrobe and slippers.

Finally, the other type of room is **2x2 room**. This is an option that some rooms have since they are communicating, these room are separated by a door that is normally closed unless this option is chosen. These are intended for families or for people who want to have an additional space.

The meeting rooms are distributed between the ground and the 1st floor. Next, I show all the rooms in the table 1 with the capacity each of room possess, this depend on the purpose of its use.

Table 1: Meeting rooms.

Sala de reuniones	Superficie (m ²)	Altura (m)	Luz natural	Banquete	Cóctel	Escuela	Auditorio	Forma U	Imperial	Cabaret
<i>Celeste I</i>	170	3	✓	120	160	100	150	40	50	72
<i>Celeste II</i>	200	3	✓	130	160	110	160	40	50	78
<i>Celeste I+II</i>	370	3	✓	250	320	230	330	70	75	150
<i>Marengo</i>	33	4	✓	18	20	15	24	15	12	9
<i>Burdeos</i>	35	3	✓	20	25	21	30	18	12	7
<i>Mandarina</i>	29	3	✓	20	25	18	24	15	12	6
<i>Púrpura</i>	29	3	✓	20	22	18	24	15	12	7
<i>Marino</i>	27	3	✓	18	22	18	24	15	12	7
<i>Melocotón</i>	27	3	✓	18	22	18	24	15	12	7
<i>Lima</i>	26	3	✓	18	20	18	20	15	12	7
<i>Rubi</i>	25	3	✓	18	20	18	24	15	12	6
<i>Blanca</i>	65	3	✓	40	60	30	45	21	28	21
<i>Foyer</i>	316	4	✓	190	350	170	267	-	80	82
<i>Terraza 270°</i>	351	-	✓	-	250	-	-	-	-	-

Source: own elaboration

Regarding the U-Wellness area, it is located on the 10th floor and it has 500 m². This plant has a feminine and masculine wardrobe. Also, the hotel has a gym to perform muscle and cardiovascular exercises. The SPA has 3 rooms (2 singles and 1 doubles) these are destined to corporal and facial treatments. In addition, a water circuit to relax and tone the body.

Technology

Currently, with the advancement of technology, the hotel sector has been forced to use this tool to carry out the marketing of the company. So, the Barceló Valencia hotel uses social networks such as Instagram and Facebook to propagate its promotions, especially the SPA since it is highly acclaimed by the demand.

Also, the hotel offers its services through any travel agency. The online travel agencies allow you to have all kinds of information about the hotel, you can find the comments of past clients that are the most influential for future clients to making their decisions. The most popular online travel agency are Booking and Trip Advisor.

In addition, reservations can be made by GDS, this is a special platform for companies that request the services of the hotel under study.

Also, the hotel has a reservations department located in Barcelona which you can make reservations by telephone.

I want to highlight the website of the hotel that is the following: www.barcelo.com. Also, you can make reservations for the services offered by the hotel on the website.

Likewise, the demand can be registered in this same web to be able to enjoy the advantages offered by the customer loyalty program.

5.2 Mission and vision.

The mission of Barcelo Valencia hotel is to offer accommodation services as well as other complementary services with a well-known quality which aim to satisfy the needs of the target public, which is primarily business and to a lesser extent a holiday. Also, the hotel want to meet the expectations of customers about the services offered. In addition, the effort imposed to retain customers by the quality of the service and the provision of it and through the program established for it.

In terms of vision, the hotel puts emphasis on hotel staff to provide training on the provision of the service and thus be able to offer the service optimally to achieve leadership in the quality of personnel as it is currently one of the most decisive factors by the demand . As a consequence, the hotel can differentiate itself from the competition in this aspect for the reasons mentioned above.

5.3 FODA analysis of the company.

Once analyzed the macro and micro environment it would be convenient to perform a FODA analysis, this tool allows us to analyze the internal aspects (Strengths and Weaknesses) and external (Threats and Opportunities) of the object of study. In this case, our object of study is the Barceló Valencia hotel, so we will detail the mentioned aspects

Table 2: FODA analysis.

<i>Threats</i>	<i>Weaknesses</i>
- Fidelization program.	- Similar services with respect to direct competition.
- Difficulty of differentiation.	- Demanding and informed customers.
- Near direct competition.	- Loyalty programs differentiated from the target audience.
- Short stays.	
<i>Strengths</i>	<i>Opportunities</i>
- Location	- Valencia receives more tourists.
- Views offered.	- Weather conditions of the city.
- Terrace	- Great celebration of sporting events and congresses.
- SPA.	
- Seasonality not present.	

Source: own elaboration

The present *weaknesses* that we find is that many of the clients registered in the loyalty program they do not know how to use it since many of them book their stay in other ways such as travel agencies and they believe they can enjoy the advantages of the program when only you can enjoy it by logging into the official website of the hotel chain. Also, when they arrive at hotel they do not know the benefits count and many times they leave without enjoying them.

About the amount of direct competition with similar characteristics that the hotel object of study presents and it makes the differentiation between this one difficult. Much of the competition offers Kettle service, it is demanded by customers who come to Barceló Valencia whose solution is provided to go to the cafeteria to ask for hot water, this is annoying for customers because they have to move from their room to get it when they could have it in the room.

Another weakness is that the majority of demand contracts short stays, mostly a day or two.

As for the *strengths*, the Barceló Valencia hotel has a strategic location since we can reach both the center and the beach in 10 minutes by bus. Also, the hotel has wonderful views of the Museum of Arts and Sciences. The terrace that provides the same views with an elegant style decorated with chill out music, drinks, soft drinks, etc. As well, do not forget, the constant effort to be made to achieve quality in the provision of all the services offered by Barceló Valencia. The SPA is very important due to the amount of demand it receives for the services it offers and the quality of the service provided and the quality-price ratio, this makes hiring the service a very attractive option.

On the other hand, thanks to the dedication to two business lines such as business and vacation tourists, we largely avoid seasonality.

Regarding the *threats*, one of the most outstanding is the difficulty of differentiation between the competition because it offers similar services and it is difficult to find differentiating aspects to be the hotel chosen by the demand. This is given by the same demand, which is increasingly more demanding and it is more informed by the resources that it counts as these provide its with facilities when it comes to finding information on the hotel offer and a wide range of options to choose the place of accommodation.

In addition, the nearby competition has several loyalty programs depending on the type of customer they receive. For example, the TRYP Oceanic hotel offers a loyalty program for business clients and another for vacationers. This is a positive aspect since some will stay with more frequency than others and therefore they should enjoy in different ways the advantages offered in this program.

Finally, the *opportunities* are more tourists arrive to Valencia as it is one of the destinations most chosen by Spanish and foreign tourists because this city has very attractive weather conditions because it enjoys relatively stable temperatures and sparse rainfall.

In addition, it is a provincial capital that holds a large number of sporting events and congresses.

6. Strategic decisions.

6.1 Objectives.

After performing the FODA analysis, we know the different weaknesses, strengths, threats and opportunities so we can proceed to mark the objectives to be achieved.

The objectives must have certain characteristics such as specific, quantifiable, achievable, realistic and limited in time for its achievement.

Firstly, we will set out the *general objective* for the Barceló Valencia hotel company, which is to *achieve a positioning in the quality offered by the different services in the face of competition, being a leader in the market.*

Subsequently, to obtain this objective, we will mark specific objectives that are the following:

Regarding the *qualitative objectives*, these are the following:

1. The first objective is to carry out a continuous promotion of the services offered through the continuous updating of the hotel's social networks. This objective will be developed in a very short time, in a month, because it can be carried out instantly.
2. The second will be to achieve an increase of 25% of loyal customers compared to the previous year. To do this, the hotel will establish a specific loyalty program for each of the business lines. This objective may take longer since the different needs of each of the business lines must be assessed to develop a loyalty program that complies with them.
3. Finally, the hotel will have to achieve a level of satisfaction of 4 out of 5 among customers a year away. If the hotel want to achieve this objective it will have to introduce new services such as the kettle service, a service that can be offered in the short term, in a month, since it does not require a large investment.

Lastly, *specific quantitative objectives* must be obtained in a short period of time. These are the following:

1. First, it is to increase by 15% customers with longer stays in a period of one year.
2. In addition to increasing the number of reservations for restaurant service by 25% for its current shortage.
3. To complete the quantitative objectives, it is to increase the volume of events by 10% in a period of one year.

6.2 Target audience and segmentation.

Nowadays, the needs of tourism realization is promoted by different reasons such as leisure, business, sports, religious, etc. For this reason, we must be know the target public because we are going to try to meet their expectations and needs so that they repeat again in the hotel under study. As a consequence the hotel will obtain a high amount of loyal customers.

Today, Barceló Valencia receives two types of clients, vacation and business. The first is characterized by demanding more basic services such as a comfortable accommodation for an optimal rest because their motivation to travel is promoted to disconnect from the daily routine and relax during their stay. In addition, the tourists want to know the culture of the chosen destination as the culture, gastronomy, etc. Also, the chosen place to enjoy your holiday period should be stable politically and securely.

As for tourists motivated by business issues, they look for accommodation that provides a comfortable rest because they travel to one country to another. Also, they demand proximity to buildings destined to congresses, fairs, etc. Even, the hotel establishment has meeting rooms to be able to hold a conference, training course, etc.

As a consequence, we can say that both have a common need it is an optimal rest. Therefore, the rooms of Barceló Valencia provide comfort to meet the needs of its target audience by satisfying the same among because the hotel offers different types of rooms.

Regarding the facilities, these are aimed at a general target audience, so these can meet the needs of both types of public.

The restaurant offers a variety of dishes. In addition, it offer on request dishes for celiacs, dietetics and vegans.

In the foyer, space enabled for the breakfast service, we also find a wide variety of foods on the buffet since customers come from different countries.

In addition, the terrace 270°, swimming pool and U-Wellness space are places of leisure that Barceló Valencia provides to be used to escape at some time from work or relax.

Also, the excellent situation where the hotel is located due to the proximity of the main tourist attractions of the city. In addition, the ease of access to the spaces in which business events take place. Apart, the meeting rooms of the hotel that these are designed for different purposes suitable for motivated tourists to travel for business.

So, it is a hotel that has the facilities and characteristics to meet the needs and expectations of its target audience through the services offered and the professional quality that its employees present to enhance them.

6.3 Strategies.

In order to achieve the objectives previously proposed we will use a series of strategies. First, as a generic marketing strategy with respect to the competitive advantage sought, we will use a specialization strategy because Barceló Valencia has a specific market segment that as a competitive advantage it has a greater knowledge of it and the hotel can satisfy their needs and expectations with a superior quality to the competition.

In addition, I consider it is necessary to use another competitive strategy in relation to the environment to follow the established line to achieve the objectives mentioned above. For this, a specialist strategy in niches because it is aimed at two lines of business to avoid shortage of demand and to continue with economic activity. Also, if the hotel have a more comprehensive perception of this so be chosen for excellence by demand.

As a consequence, if the hotel specializes itself in specific clients and it offers all the services jointly that these demand, the hotel can reach the general objective it is achieving a positioning in quality offered with respect to the competition so finally to be leaders among the demand.

7. Marketing plan.

7.1 Service analysis.

The Barceló Valencia hotel offers the accommodation service we have analyzed it previously and I have detailed the different types of rooms available for optimal adaptation to the different needs of the demand.

In the case of people with reduced mobility who need rooms of this type, the option of applying an extra discount for accompanying persons could be assessed since occasionally this type of client is accompanied by professionals for their care.

As for the restaurant service offers a variety of typical dishes of the province among others.

On the bar we can find all kinds of drinks that include soft drinks, drinks, coffee, tea, etc.

The breakfast is served in the foyer which is located on the first floor. It presents multiplicity of foods to adapt to the needs of the target audience because it comes from different nationalities and each of them has different breakfast customs . Therefore, it enjoys a wide timetable, it usually is from 7 to 10:30. Also, it is designed for people with celiac disease and dietetics. As a consequence, by offering the variety of foods the breakfast offered adapts itself to the needs of the customers because this is one of its main objectives.

The U-Wellness area offers various services such as body treatments, some of them aesthetic. Likewise, the water circuit which consists of a route of 12 spaces, it offers the Turkish bath, sauna, jacuzzi style pool, decontracting jets, etc.

On the 10th floor, we find a small space designed to do sports.

Finally, the terrace 270° are served only drinkd and it has views to the city of arts and sciences.

And the pool whose dimensions are not very considerable but it is enough to make a pleasant space for customers to enjoy and relax in the summer season.

However, the different internal and external services that some of them have an additional cost, it is mentioned above.

As a result, all the services offered at the hotel under study are focused in such a way as to optimally satisfy the needs and expectations of the target public.

We will introduce the teapot service, better known as kettle to achieve greater customer satisfaction as it is demanded by customers. We will insert this service in each of the floors of the hotel for rooms, in this case from the 2nd floor to the 9th floor. In this way, the service will be available to each of our clients. Also, the hotel will have some teapots to deposit them in the rooms at the request of the client. In this way, the hotel will avoid that the client has to call the room service or going down to the cafeteria to be able to satisfy his need. As a consequence, the customer claiming this service will be satisfied.

Likewise, we will create two loyalty programs, one of them for our target business and the other for vacation.

Currently, there is only one loyalty program it consists of three levels. The first of them, my barceló that is the lowest level it is obtained only with the registration in the official website of the Barceló chain. With this level you get a 5% discount on the services of a la carte restaurant and water circuit in the SPA communicating it to our employees of both services.

A voucher is obtained, this is generated based on the total cost of the reservation it can be increased in addition to the accommodation with the reservation of parking, SPA or other services. This voucher can be deducted from the extras consumed at the hotel with the services are not in the reserve such as the mini bar, drinks consumed on the terrace 270°, parking if it is not included in the reservation.

The second level is my barceló intense. It is achieved when more than 2 stays have been made in the hotel in less than two years. This level enjoys a 10% discount in the à la carte restaurant and the water circuit. In addition, to enjoy the voucher, they have the option to check-in at 10am, more complete amenities and late check-out until 4pm, all provided that there is availability.

The last level is my barceló unique. It is achieved with the realization of more than 4 reservations over two years. With this level you can enjoy a 15% discount in a la carte restaurant and water circuit and voucher. Likewise, you will find all the amenities available in the room, early check-in at 10am, late check-out until 7pm subject to availability.

In order to be able to carry out the creation of the different loyalty programs, a study will be made of the services most frequently consumed by each of them in order to

satisfy and adapt optimally to their needs. As a differentiating example from one program to another it will be a discount percentage in events contracted by business customers in our hotel. The higher the number of events contracted, the discount will be the higher. We could apply a 10% discount when they reach 3 events contracted, 15% discount when they reach 6 events held at the hotel under study and finally as a limit to reach discounts of 20% holding more than 6 events. As a result, this loyalty program can help to obtain our other specific objective which is the increase in the number of rooms reserved for events.

In addition, it would be necessary to review the current conditions of the program and make group discounts to companies that make reservations at Barceló Valencia for their employees, whether individual or group reservations with different discounts in each case.

In the case of vacations clients, the loyalty program is quite correct but to apply any difference to the current program would be in addition to the different advantages that can be enjoyed. we can add a program of points and these are generated depending on the category the clients are and the total price of the reservation in order to be able to exchange them in future stays. Also, we can add some incentive, which consists in giving a free night for the realization of a reservation over 3 nights. Thus, it can increase the number of reservations of our customers, the incorporation of new loyal customers and achieve the increase of extended stays by our customers.

7.2 Price analysis.

The hotel under study has fixed prices based on internal and external variables, that it includes costs, objective benefit, perceived value and competition.

All the variables must be taken into account when setting prices since mistakes can be made and then the entire marketing strategy of the company can fail.

Therefore, in order to make a correct price setting, first of all, a study must be carried out evaluating which are the fixed and variable costs of the company to take them into account later because we will mark a profit margin, for this reason it will not be valued the demand.

Furthermore, in order to establish an objective benefit, the price-quality ratio perceived by the demand on the service provided must be taken into account. Subsequently, we have to know the threshold of profitability so we have to know it is the price that must be set to obtain a profit 0. As a result, it allows us to mark a profit that is achievable without overdoing it.

However, as we have mentioned before, it is very important to know the valuation of the demand on the price-quality ratio since this factor tells us what is the perceived value of the service offered by the demand. In this way, to be able to establish a price that is relatively consistent with their perceptions and not make mistakes in setting the price.

Finally, we have to keep in mind the movements made by the direct competition of Barceló Valencia because the hotel can not afford to establish a relatively high price because the demand will not choose its services if the demand does not perceive the superior quality offered by the hotel object study.

As a consequence, it would be convenient to apply price adjustment strategies for the proposals presented above to obtain the objectives set.

One of the strategies applied would be based on psychological aspects due to the gratuity of a night that is offered in the program of loyalty of points when the consumers make a reservation of superior accommodation of 3 nights. In addition, the program of points proposed. Likewise, this strategy is also useful for promotions that arise in the restaurant service it consists of making discounts when clients make reservations with a specific time in advance of the expected date to enjoy the service.

As a result, it is convenient to apply a psychological pricing strategy that it offers discounts or free, it is very positive because to reach them it is necessary that the customer makes a consumption which in turn it is disbursed by the same but the incentive of free or discount it is always attractive for the demand.

7.3 Communication analysis.

As I mentioned earlier on some occasion, currently, new technologies are of great importance because these are in the hands of the population. Therefore, the demand has more information than a few years ago. As a result, the technology allows that the consumers are informed about the supply of the tourism sector. For this reason, Barceló

Valencia must be updating the information that it is exposed in social networks and virtual travel agencies as a priority and continued form since a considered amount of physical travel agencies have had to bankruptcy or these have reduced their sales.

Therefore, Barceló Valencia has to offer its services in the best possible way because it must tangibilize the intangible as the services are. As a consequence, the promotion offered in the virtual media should be very clear and concise. In this way, the demand will be understand the services offered and the way in which the services are offered to make them tangible. In this way, these can be chosen by excellence among their most direct competitors.

First of all, on virtual travel agencies we have to put more emphasis because these are leaders by the choice of consumers at the time of making their reservations.

In Booking, the hotel object of study presents a good score and mostly the comments are positive. If it is true that the information offered about the hotel should be oriented differently since for example the age allowed at the entrance to the spa is located at the end of all information and the demand does not usually read everything. For this reason, it would be convenient to place this information in parentheses in the section of the services offered. Also, we should inform that the consumers must call to check availability and make a reserve to enjoy the spa.

Also, the online travel agencies should offer different rooms available with different services that can be purchased extra to have the complete reservation and the consumers have not to book it when they arrive at the hotel.

As for the physical travel agencies, we should provide them with as much information as possible of all the services offered by the hotel such as the warnings mentioned above about the spa.

Also, in the official web page of barceló is necessary to modify it by the changes made in the loyalty program, to put the new added advantages and the new loyalty program aimed at the business target audience. The configuration of the warnings of the use of the extra services must be corrected when making the reservation since many times when the consumers add extra services such as the spa the warnings to enjoy it are a bit difficult to find and many customers who hire this package can not enjoy it since they have no prior appointment or when they arrive at the hotel there is no time available to make the appointment and they can not enjoy the contract. This generates tension to the

clients, in addition it generates a bad image of the organization of the services and this is the last thing that the hotel object of study wishes.

Therefore, the promotion of the offered services must be in a continuous update because the publications of the same have become obsolete. In addition, the demand is in continuous contact with technology to make use of different social networks and the consumers do consultations the various virtual travel agencies to obtain the maximum possible information to finally they choose the destination hotel. For this reason, to have all the means updated in the best way possible is very important. To do this, we could train our employees dedicated to updating them or leave it in the hands of professionals on the advertising of products and services.

Next, it would be convenient to introduce promotions that favor the achievement of the established objectives. For example, it would be obtaining a discount every x contracted nights, that is, the first three nights at the price established for those days and from the fourth one, the hotel can apply a discount of 10%. Another example would be that for certain days, such as Mother's Day, the hotel makes a certain discount if you book in a restaurant with some time in advance. In this way, the number of restaurant reservations and accommodation reservations for longer stays would be increased.

To be able to obtain a greater number of reservations in events destined to weddings or other private events would be by promoting them. For example, some event of this type publish it with the consent of the participants, the publications could be about some photo of some dishes of the menu, couple, guest list, the room decoration, etc.

To conclude, the continuous promotion acquires a great importance since it can help to a large extent to attract a greater number of clients if this is done in an optimal way because the demand is informed through Internet of the different hotel establishments offer. Also, the demand searches the opinions of customers who have already been accommodated and the latter has great reputation when deciding between one hotel or another.

7.4 Distribution analysis.

Nowadays, with the technological advance, the main means of distribution is via the Internet through the creation of virtual travel agencies that have revolutionized the

market by being chosen by a considerable number of people for it provides convenience to them because it allows them to organize and contract their trips from their homes by different electronic devices. The physical travel agencies despite their reduction in establishments or some of them in sales derived by the appearance of the previous travel agencies these are still chosen by a sufficient amount of population to continue in the market. In this way, Barceló Valencia offers its services to wholesalers and retailers physical travel agencies to expand its range of distribution means.

The hotel uses other means, it is its own website which offers the possibility of mounting your own travel package as it is possible to hire flight + hotel and also you can add extra services such as purchasing tickets to the Museum of Arts and Sciences or Bioparc. If you use the website to reserve you get a number of advantages because by registering in the same website you access the customer loyalty program and customers have a number of very interesting advantages and discounts to enjoy them during the stay.

Focusing on the other target audience (the business consumers), it has a specific system for them, it is GDS that through it they can make their reservations and special requests. For example if the client want a rear room which is more quite so it allows a comfortable environment for him to perform his work.

As we can see the hotel object of study has different means of distribution to offer its services so its target audience has different options to access it and they are able to hire it.

7.5 Schedule of actions.

The following table allows us to see quickly what are the actions that are going to be carried out. Also, we can observe the time frame in which the actions will take place.

Table 3: *Actions and frame time.*

<i>Actions</i>	<i>Time</i>
Kettle service.	The offer of this service will be introduced in the month of January 2019 due to the low investment required.
Loyalty program.	It will be added in March 2019 by requiring an exhaustive study of the needs of each of the market segments that Barceló Valencia presents.
Promotions, discounts, etc.	This action will be added throughout 2019 depending on the holidays and reservations made by demand.
Modification of information in social networks, web page, travel agencies, etc.	This will be added throughout 2019 due to the fact that the modifications and the offer of services must be carried out in order to update them.
Change in the price of the services offered.	It will be valued throughout 2019 according to the perception of demand for the services offered by Barceló Valencia.

Source: own elaboration.

7.6 Control plan.

Next, a control plan (table 4) for the achievement of the different objectives will be exposed to know that these are being obtained in an adequate way. Otherwise, the changes will be proceed to reach them.

Table 4: Control plan

<i>objective</i>	<i>Indicator</i>	<i>Control term</i>	<i>Periodicity</i>
Continued promotion.	Control of distribution channels and social networks.	May 2019	Monthly
Increase of 25% in loyal customers.	% of loyal customers compared to the previous year, 2018.	December 2019	Quarterly
Increase in the quality assessment of the services offered.	Supervision of service quality surveys.	December 2019	Monthly
Increase of 15% in reserves for extended stays due to demand.	% of long-term reservations compared to the previous year, 2018.	December 2019	Quarterly
25% increase in reservations made in restoration.	% of reserves in restoration compared to 2018.	December 2019	Quarterly
Increase of 10% in reserves for the realization of events.	% of reservations in the events department with respect to 2018.	December 2018	Quarterly

Source: own elaboration.

7.7 Budget.

Table number 5 establishes the price of each of the proposed actions. As we can see, the established prices are not relatively high for the hotel object of study since it can face these costs in order to have considerable benefits in the future.

Table 5: Budget of the actions.

<i>Actions</i>	<i>Budget</i>
Kettle service.	1280€
Loyalty promotion.	3500€
Promotions, discounts, etc.	500€
Modification of information in social networks, web page, travel agencies, etc.	0€
Change in the price of the services offered	750€

Source: own elaboration.

8. Conclusions.

In conclusion, the implementation of the developed marketing plan can help the hotel under study to achieve greater satisfaction of both its customer base and future customers.

After studies conducted on Barceló Valencia, we can say the hotel is very aware of the importance of taking care of its clients for its business. For this reason, the persistence in the search for the optimal satisfaction of the expectations and needs of its client portfolio.

This has generated the need for the creation of this marketing plan because the weaknesses found can be fought by carrying out a series of modifications such as a differentiated loyalty program among market segments targeted by the hotel under study. In addition, by lending greater relevance to the promotion and offering new services, a greater number of clients can be reached and they can stay longer during their holiday periods.

Finally, this project is economically viable for the company since it does not suppose a big investment for the hotel and I consider its financial situation is good. All of this will allow hotel to achieve favorable benefits.

From this moment on, a continuous control will have to be carried out to observe if the proposed objectives are being addressed and executed in the correct way for compliance.

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