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A DESCRIPTION OF INTERNAL MARKETING APPLICATIONS IN HOTEL ENTERPRISES

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EXTENSIVE SUMMARY

Internal marketing deals both employees and customers equally with the aim of achieving organizational goals through proactive approaches. The main objective of internal marketing is the development of internal and external customer awareness and the removal of obstacles for organizational effectiveness. Internal marketing creates a positive impact on the productivity of the enterprises by enabling the employees to make maximum effort for the enterprise instead of the minimum, thus ensuring that the demands and needs of the external customers are better met.

The aim of this research, which has a descriptive nature, is to reveal the opinions of the employees about the internal marketing practices of development, reward and vision dimensions in the five star hotel enterprises. On the other hand, the opinions of the internal marketing practices of employees on the development, reward and vision dimensions were compared according to their demographic characteristics. The research is important in terms of providing a contribution to the limited number of literature on internal marketing and especially on the internal marketing of tourism enterprises.

The universe of the research consists of the employees of the five star hotels operating in Antalya. The sample group of the study included 862 employees of 53 (fifty-three) 5-star hotels. The questionnaire was used as the data collection technique. In the first part of the questionnaire, closed-ended questions about the demographic information (gender, age, professional experience, education level, position, working time and monthly income) were included. In the second part, a scale consisting of 17 items and three dimensions (development, reward and vision), developed by Foreman and Money (1995), was used to determine the employees' opinions about internal marketing practices. 5-point Likert-type rating was used in each item included in the internal marketing practices scale. The data were analyzed with SPSS program and frequency and percentage distributions were used to present the individual characteristics of the participants. In addition, the views of participants on the sub-dimensions of the internal marketing practices scale were described with descriptive statistics (f, %, arithmetic mean, standard deviation). T-test and variance analysis were used to compare the views of the participants according to their individual characteristics. Cronbach's Alpha coefficient was calculated as $\alpha = 0,886$ for the internal marketing practices scale.

As a result of the research, it has been determined that the employees' views on the development dimension are more positive than the vision and reward dimensions. In addition, it was determined that the opinions of employees about the dimensions of internal marketing practices, development, reward and vision dimensions

differed significantly according to their demographic characteristics. It was determined that women, singles, young people, those with low level of education, non-managers, low monthly income and low working hours have lower / negative opinions compared to other groups. As a result, further studies are needed to ensure that employees of the hotel business have a higher or positive perception or opinion, and positive practices for employees are considered as an important matter for the managers. This will give the enterprises significant gains in the short, medium and long term.