

Effect of Underwater Antiquities as a Hidden Competitive Advantage of Hotels on Their Financial Performance: An Exploratory Study

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Abstract : Every hotel works in the hospitality market tends to have its own merit and character in its products marketing in order to maintain both its brand's identity and image among guests. According to the growth of global competition in the hospitality industry; the concept of competitive advantage is becoming increasingly important in hotels' marketing world as it examines reasons for outweighing hotels in their dimensions of strategic and marketing plans. In fact, Egypt is the land of appeared and submerged secrets as a result of its ancient civilization ongoing explorations. Although underwater antiquities represent ambiguous treasures, they have auspicious future in it, particularly in Alexandria. The study aims at examining to what extent underwater antiquities represent a competitive advantage of four and five-star hotels in Alexandria. For achieving this aim, an exploratory study conducted by currying out the investigation and comparison of the closest and most popular landmarks mentioned on both hotels' official websites and on common used reservations' websites. In addition to that, two different questionnaire forms designed; one for both revenue and sales and marketing hotels' managers while the other for their guests. The results indicate that both official hotels' websites and the most common used reservations' websites totally ignore mentioning underwater antiquities as attractive landmarks surrounding Alexandria hotels. Furthermore, most managers expect that underwater antiquities can furnish distinguished competitive advantage to their hotels. Also, they can help exceeding guests' expectations during their accommodation as long as they included on both official hotels' and reservations' websites as the most surrounding famous landmarks. Moreover, most managers foresee that high awareness of underwater antiquities can enhance the guests' accommodation frequencies and improve the financial performance of their hotels.

Keywords : competitive advantage, financial performance, hotels' websites, underwater antiquities

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