

# Domestic Hotel Marketing Analysis Current Status

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**Abstract**— *Service providers are increasingly paying attention to internal marketing and human resources. The role of internal marketing is the satisfaction of employees, their performance, and their ability to work in foreign markets.*

*Studies show that the relationship between employee satisfaction and average management is moderate. In addition, the relationship between employees is also moderate in relation to safety and work performance assessments, working hours and safety, satisfaction and management.*

**Keywords**— *evaluation, satisfaction and management.*

## I. INTRODUCTION

Every organization is constantly in the process of studying employee satisfaction and its effectiveness in order to identify the effectiveness of its activities.

Work satisfaction is the most studied variables in organizational behavior and management research. Researcher Spector (1996) noted that over 10000 surveys were conducted on job satisfaction.

A passionate, skilled and dedicated worker for work is a key factor in creating and nurturing the organization. It is therefore important to determine what factors affecting the workforce trends in the workforce trends, what they are affecting the satisfaction of the job, how they are used to improving the attitudes of their organizations, how they can be optimized, and the internal marketing of the organization. The topic was selected to determine which factor would be more realistic to the employees.

## II. INDENTATIONS AND EQUATIONS

As a result of the study of military conditions and needs during the Second World War, the idea of work satisfaction and productivity is attributed to the relationship between the working group and the direct management, and this view is called the "Human relation movement" or World War II The following sociologists include Homann (1950), Halfin & Bainer (1957), and

Lakert (1961). Since 1959, Hertzberg, Manny, and Sneijerman began to work for "satisfaction" of work satisfaction. At the same time, the task of re-updating the work style to improve the performance and productivity of employees. With this "new" perspective, giving enough responsibilities and choices to the employees, they can be psychologically motivated and satisfied with their work (Locke, A, p42).

To identify the ways to improve the internal marketing of service organizations and to identify the ways to improve them, the purpose of the questionnaire was to collect data using the primary and secondary data sources and electronic sources to determine the satisfaction of the staff. The data was processed using SMART PLS-3.0 and SPSS 20.0.

In our study, Paul E, Professor of University of South Florida Spector, Professor Abd Razak Rakhma, Professor of Information Technology, Engineering and Management, Balaton, Pakistan.

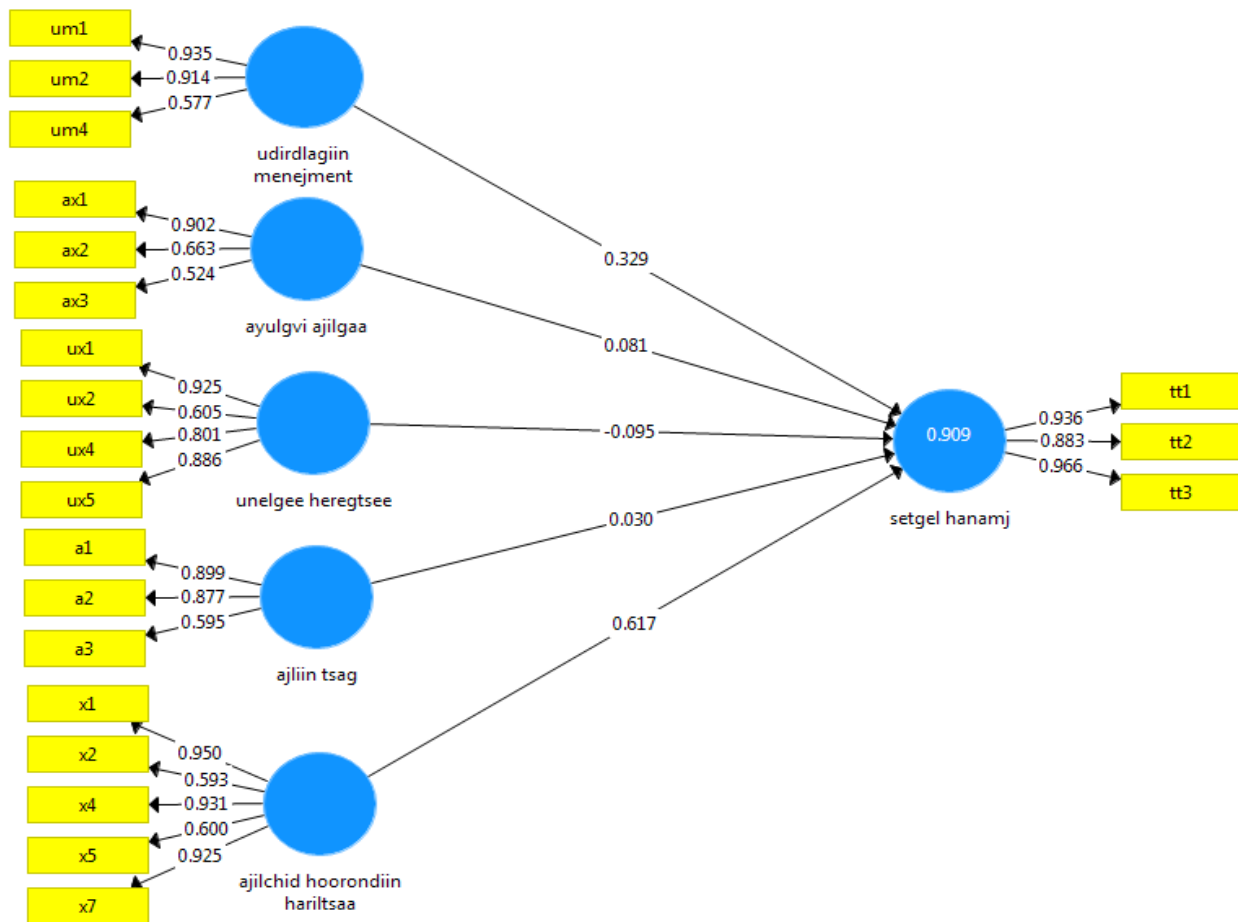
In order to conduct a survey on the current state of hotel marketing, 100 employees were evaluated by 5 groups of questionnaires and 1-5 points. The survey respondents used the SMART-PLS software for the current state of internal marketing.

A total of 6 surveys representing five groups of factors: management, safety, work evaluation, working hours, and employee relationship. Correlational analysis defines the relationship between the variables used in this study. Our research includes management techniques, safe environment protection, performance evaluation, working hours, interpersonal communication, intermediate variables as overall satisfaction, satisfaction with the organization, and performance.

The survey findings showed that satisfaction of hotel staff was less than 0.6, since the variables we selected in tt4, um3, um5, um6, ux3, a4, x3, and x6 were lower than 0.6, so we used calculations using other variables.

From the calculations, the relationship between employees' satisfaction ( $r = 0.61$ ) and management

management ( $r = 0.32$ ) is moderate. Other factors, such as safety, assessment, needs, and hours of work are less relevant. (Figure 1)



Picture 1. Relevance of factors affecting employees

According to the survey, the relationship between workers is a safety and work performance evaluation ( $r=0.8$ ), working hours and safety, satisfaction

and management ( $r=0.8$ ) respectively, but other forces are strongly (0.9) related.(Table 1)

Table.1: Relevance of factors affecting employees

	Work of relationship	Working hours	Safety	Management	Performance Assessment	Satisfaction
Work relationship	1.0					
Working hours	0.912	1.0				
Safety	0.897	0.849	1.0			
Management	0.943	0.891	0.840	1.0		
Performance Assessment	0.853	0.907	0.800	0.834	1.0	
Satisfaction	0.946	0.869	0.860	0.927	0.798	1.0

### III. CONCLUSION

1. The survey shows that the relationship between employee satisfaction ( $r = 0.61$ ) and moderate degree of administration management ( $r = 0.32$ ).

Other factors, such as safety, assessment, needs, and hours of work are less relevant.

2. 55.3 percent of survey respondents believe that the management of the service organization's internal

- marketing management system has a greater influence on the relationship between pay and staff.
3. Interviews indicate that interpersonal relationships are moderate in relation to safety and work performance ( $r = 0.8$ ), work time and safety, satisfaction and management ( $r = 0.8$ ) respectively. Other factors are strong (0.9).
  4. In order to improve the internal marketing of service organizations, it is necessary to pay attention to the management approach, the employee relationship, the reward, and the performance of the work.

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