EFFECTS OF MARKETING STRATEGIES ON THE BRAND POSITIONING OF A TOURIST HOTEL, BAGUA - PERU

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ABSTRACT

Purpose: The general objective is to determine the effect of marketing strategies on the brand positioning of a tourist hotel, Bagua-Peru.

Theoretical framework: The theory found allowed us to deepen the subject since, due to the pandemic, research in the tourism sector has increased, helping researchers to deepen the study.

Design/methodology/approach: A mixed approach was used, under a basic, descriptive, and correlational type of research. Also, the non-experimental and phenomenological designs were considered, applying the survey made to 51 guests and interviewing 3 hotel employees, such as the manager, receptionist, and administrator.

Findings: The descriptive results revealed that, when the marketing strategies are inappropriate, the brand positioning will be a completely inadequate. On the other hand, the inferential results indicated that both variables reached a r=0.663 and a Kendall’s Tau-b of 0.656, thus indicating that both maintain a considerable positive correlation.

Research, Practical & Social implications: If prices are based on three key points, as in the client, costs and competition, as long as the adequate distribution channels are considered according to the needs of the clients and an efficient booking system is implemented, and if we add announcements in the different physical and digital platforms that the company has, then it will be able to provide a good organizational communication allowing to achieve the objectives set and therefore this company will achieve the long-awaited brand positioning in the mind of the consumer.

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Originality/value: The lack of marketing strategies generates that the innovative characteristics of the products or services of the companies are not made known to their clients, and as a consequence the company does not have a marked differentiation from its competitors and does not achieve the market positioning.

Keywords: marketing strategies, competition, client, brand positioning, expectation.

**EFEITOS DAS ESTRATÉGIAS DE MARKETING NO POSICIONAMENTO DA MARCA DE UM HOTEL TURÍSTICO, BAGUA - PERU**

**RESUMO**

**Objetivo:** O objetivo geral é determinar o efeito das estratégias de marketing no posicionamento da marca de um hotel turístico, Bagua-Peru.

**Quadro teórico:** A teoria encontrada nos permitiu aprofundar o assunto, pois, devido à pandemia, a pesquisa no setor de turismo aumentou, ajudando os pesquisadores a aprofundar o estudo.

**Projeto/metodologia/abordagem:** Foi utilizada uma abordagem mista, sob um tipo de pesquisa básica, descritiva e correlacional. Além disso, foram considerados os projetos não experimentais e fenomenológicos, aplicando-se a pesquisa feita a 51 hóspedes e entrevistando 3 funcionários do hotel, como gerente, recepcionista e administrador.

**Descobertas:** Os resultados descritivos revelaram que, quando as estratégias de marketing são inadequadas, o posicionamento da marca será completamente inadequado. Por outro lado, os resultados inferenciais indicaram que ambas as variáveis atingiram um r=0,663 e um Tau-b de Kendall de 0,656, indicando assim que ambas mantêm uma correlação positiva considerável.

**Investigação, implicações práticas e sociais:** Se os preços se baseiam em três pontos-chave, como no cliente, custos e concorrência, desde que os canais de distribuição adequados sejam considerados de acordo com as necessidades dos clientes e um sistema de reserva eficiente seja implementado, e se adicionarmos anúncios nas diferentes plataformas físicas e digitais que a empresa tem, então será capaz de fornecer uma boa comunicação organizacional permitindo alcançar os objetivos definidos e, portanto, esta empresa vai alcançar o posicionamento de marca há muito esperado na mente do consumidor.

**Originalidade/valor:** A falta de estratégias de marketing faz com que as características inovadoras dos produtos ou serviços das empresas não sejam divulgadas aos seus clientes e, consequentemente, a empresa não tenha uma diferenciação acentuada dos seus concorrentes e não alcance o posicionamento no mercado.

**Keywords:** estratégias de marketing, concorrência, cliente, posicionamento da marca, expectativa.
1 INTRODUCTION

Marketing is currently a very important tool in the business sector because it helps companies design and implement the goals, they must accomplish to achieve their proposals (Hariprasad et al., 2022).

In addition, it is in charge of the company's operational planning process, including pricing, promotion, and distribution of goods and services provided by the organization so that clients accept (Alvarez et al. 2020).

Likewise, it establishes that consumer relations must be based on multiple gains and a long-term vision since it promotes more attractive prices for consumers, allowing greater profitability for the company and a better relationship with the consumer, which leads to satisfaction and trust (Santino et al. 2019).

In this sense, Juarez (2018) affirms that, if companies lack EM, they will not be able to survive because they will not know and understand the target consumers, nor will they be able to provide them with the quality they want or seek.

Peñate et al. (2021) point out that SMEs in Ecuador do not care about marketing because they lack the desire to make investments and consider it a waste of time. In this sense, due to marketing deficiencies, there is a business bankruptcy in this sector, since they have little knowledge of the market in which they operate, which means a lack of product positioning and brand recognition.

Likewise, Payares et al. (2020) indicate that in Colombia SMEs show deficiencies in terms of competitive advantages and market positioning. As a result, it is necessary to focus on internal marketing oriented to employee motivation and well-being in order to retain employees.

Carpio et al. (2019) mention that tourist restaurants are little known and lack customer loyalty; there is a need and obligation to implement viral MS to maximize the use of blogs, social networks, and other online platforms.

On the other hand, the study carried out by Alva (2017) confirms that microenterprises represent 95% of Peruvian business, employing almost half of the population (48%). However, the extinction of these microenterprises will cause a series of social and economic problems in the future. In addition, the absence of MS and public relations, financial conditions, great competition close to the business, and the lack of a business plan, among other factors, have been identified as the main causes of failure of microenterprises in Peru.
In the hotel under study, it has been discovered that MS is little used, which generates a lack of recognition in the province market, preventing or consolidating its brand position (PM). The issue is that this hotel is little known because there are few public relations campaigns in the media. In addition, despite having implemented a restaurant service, it lacks an updated client portfolio. There is also a lack of human resource policies, as well as mobility in tourist transport, a booking system and competitive market prices.

For these reasons, it was decided that the objective shall be to determine the effect of MS on the positioning of a tourist hotel in Bagua-Peru. The general hypothesis was: There is a direct effect of MS on the positioning of a tourist hotel in Bagua.

2 LITERATURE REVIEW

Santos & Almeida (2022) revealed that marketing managers and directors must increasingly invest in an offer ethically integrated in the continuous improvement of their services, basic products and supporting infrastructures, to provide clients with an excellent ethical hospitality experience.

Jointly, Manishimwe et al. (2022) noted that adopting MS during the COVID-19 pandemic improved the hotels capacities in all seven dimensions, so they have been strengthened and positioned to compete effectively in a client focused business environment.

Similarly, Kitsio et al. (2021) showed that hotel managers can take better decisions in terms of segmentation processes and MS if they know better the profiles, needs and attitudes of their clients.

Similarly, Coelho et al. (2022) indicated that guests are more willing to recommend 5-star hotels. Likewise, González et al. (2017) mentioned that the specific resources of the hotel sector, such as brand image; organizational structure; employee knowledge; and technological resources, such as centralized booking, check-in, administration, and information systems, help increase sales volume.

Huamani & Guerrero (2022) in which they externalize that there is a strong positive correlation between the marketing strategy and customer loyalty, due to elements of marketing mix such as prices, services, offers and location are attractive to clients, allowing the hotel to keep its customers.
Also, De La Cruz & Araujo (2021) mentioned that the marketing mix allows a comprehensive approach to develop a strategy and successfully promote a product or service on the market, even if it is not fully visible for clients.

However, Vasquez (2019) explained that the application of marketing mix promotes an improvement with respect to market demand for Hotels. Finally, Alvites & Villanueva (2018) demonstrated that the promotion and positioning variable do indeed have a direct relationship, since the study carried out reflects that the positioning improves if a development plan is implemented.

Marketing strategies, according to Hartline (2012) describe how the organization satisfies the wants and needs of its clients. In addition, it includes activities related to other interested parties, such as employees or owners of the supply chain. In other words, it is a strategy so that the organization uses its strengths and capacities to make up for deficiencies and client demands. MS is carried out through the four Ps, such as product, price, place, and finally, promotion.

In this way, Mohd et al. (2022) indicate that MS comprises the business value, proposal, important brand messages, demographic information of the target client, as well as other advanced elements. Therefore, MS have a moderating role between service innovation and business performance.

Similarly, Vega & Guerrero (2020) affirm that marketing is essential for any organization to achieve success. Therefore, with a proper market research, we can identify and recognize the lack of clients in order to attract, retain, and create a customer base. It also provides a competitive advantage to organizations by allowing them to position themselves and grow (Severo & De Guimarães, 2022, Garnov et al. 2022).

According to Hartline (2012) the dimensions considered were. the product or service, in addition to the price, also the place and finally the promotion.

Product or service refers to the fact that clients prefer products or services that offer the highest quality, best performance, and the most innovative features. According to this concept, MS focuses on continuous product improvement (Armstrong & Kotler, 2013).

Also, Thabit & Raewf (2018) mention that those are the products or services that the organization provides. In short, the package with a set price that a salesperson presents to a client can be called a product. The product always manages to have the form of a
service. In this element, two indicators have been considered, among which we have innovative characteristics and quality.

The innovative characteristics must include innovative processes, products and services and promote a technical development, capable of creating added value and adapting to consumer insufficiencies (Jimenez et al., 2018).

Price is the amount of money that a buyer spends on a good or service. There are three main methods of pricing: customer value-based pricing, cost-based pricing, and competition-based pricing (Armstrong & Kotler, 2013).

Also, Badi (2018) mentions that it is the second element in the marketing mix concept. It is affected by the customer’s purchasing power and is considered the critical element in the purchase decision.

Cost-based pricing involves pricing in accordance with the costs of manufacturing, distribution and sale, as well as a reasonable amount that includes efforts and risks. The company's costs can be a transcendental part of its pricing strategy (Armstrong & Kotler, 2013).

For the Competition-Based Pricing, it is essential to consider the competitors' cost strategies and final marketing offers to fix a competitive price, as consumers often base their purchasing decisions on what other companies charge for similar products. (Armstrong & Kotler, 2013).

Customer-based pricing is that where the company first assesses the customer's needs and the amount they are willing to pay for the service. Then, you set your target price based on customer perception. Therefore, the price is determined by studying the consumer's insufficiencies and the perception of value (Armstrong & Kotler, 2013).

Placement means how the company makes its offers available to customers and makes it accessible to them. That is, it is thought to consider distribution channels that connect suppliers and consumers, providing them with information and a mechanism to make and pay for their reservations (Paredes et al. 2019).

Also Yi-Man et al. (2020) mention that placement refers to the accessibility of products to consumers. For the hospitality sector, the place refers to how the service is provided to travelers.

The distribution channels allow the performance of marketing activities and are, without a doubt, the most important contributors to the final client satisfaction in the
supply chain. They are an important link, since it is the stage that allows visibility and acquisition of products and services. (Manrique et al. 2019).

Reservations are made through social media platforms. Hotels can make their communication with guests feel more personal and immediate, regardless of the physical distance between them (Moran & Canarte, 2020).

Promotion deals with how the demand for a product or service is known and maintained through some means such as advertisements, public relations and personal selling (Gutierrez et al. 2019).

Also, Boisen et al. (2018) is a marketing tool that is primarily concerned on reaching its target audience with a message designed to raise awareness about whatever it is you are trying to promote. In this regard, companies frequently launch advertising campaigns and prioritize the creation and dissemination of informative posters that show some of the goods and services offered to their target market.

Public relations, for Cordova (2019) mentions that public relations are measures oriented to building a good corporate image based on positive publicity, to avoid rumors, news and adverse events, or build good relationships with consumers in case of adverse events, such as: news, speeches, seminars, annual reports, donations, publications, community relations, identity media, corporate magazine.

Advertisements are defined as a communication product used by companies to offer their products or services in various media with the aim of attracting people to buy a product or service (Gonzalez. 2018).

Brand positioning according to Siguenza et al. (2020) refers to the way in which it is structured through communication campaigns such as traditional media; positioning is the creation of added value to the product and its extension to clients and employees through the media.

Likewise, Hernandez et al. (2018) mention that it is the evolution of experiences kept in consumer’s mind since every company needs to know and look for what is being done well and what is wrong.

On the other hand, Osterman et al. (2019) state that BP is the action of establishing a proposal and image of a product, seeking to occupy a different place in the mind of the client and consumer, using other competitors as a reference market.
Communication campaigns are the organized communication activity, directed at a specific population during a specific period of time, to achieve a specific objective (Snyder, 2007).

Likewise, Cardenas & Orozco, (2020) mention that communication campaigns are a collection of various strategies and activities designed to promote and manage relationships with all relevant groups of people, companies, institutions, events, products and services.

Organized communication is the influence by which the image that the company projects to society is one of recognition and prestige, which must be transferred quickly, clearly and easily from senior management to workers, as well as between work teams. (Segredo et al. 2017).

The objectives will respond in any way to the needs previously identified by the organizations, and from there, they will develop or generate the strategy to be followed in order to achieve those objectives by planning how to achieve them. (Otero et al. 2006).

The added value is the extra value or bonus that is given to a business, product or service.

It provides differentiation and creates a competitive advantage that benefits from increased sales and market position (Baque et al. 2021).

Likewise, Willa & Lynn (2022) mentioned that the added value is an unexpected bonus provided by a company without prior public notice, defined as the additional features or functions that are added to a product to exceed customer expectations and create more value for customer perception.

The differentiation consists of a series of actions carried out by the company different from its competitors, which can affect both the price and sales quantity, as well as the costs of the company (Tarziján, 2018).

Competitiveness refers to the willingness to efficiently manufacture goods and services at affordable prices as well as quality products; to compete in demanding markets (Valenzo & Gonzales, 2021).

The corporate image is the appreciation that consumers have in their minds in relation to organizations. It is directly related to different attributes of the organization, such as the brand’s name, the category and the quality of the product or service informed to each client (Ashraf, 2018).
Mohammad et al. (2018) point out that it is a strategic component of the organization that achieves positioning in the labor market, presenting a unique profile of organizational characteristics that distinguishes it from competitors. It also creates capacities for internal and external attraction and retention, improving the company’s competitiveness.

The attributes are those characteristics, both tangible and intangible, such as the brand concept within a product or service, that combine in order to form a set of critical factors that enable clients to make decisions to help them meet their needs. Furthermore, by providing personalized services through a single product, companies can fill all the market gaps (Martinez et al. 2018).

The consumer perception is the process by which the client establishes and understands the stimuli created by the names, terms, signs, symbols, or their characteristics that are inextricably linked to the service to obtain a demonstrative and coherent image of the world (Mejía et al. 2019).

3 DATA AND METHODOLOGY

A mixed approach study was carried out. An analysis of the qualitative part was carried out using the data obtained through the interviews; and in the quantitative part, numerical and mathematical methods were used to test some hypotheses.

Also, it was basic since the knowledge acquired through the understanding of the phenomena and its fundamental aspects was taken into account, considering the relationships that are strengthened among all the variables.

It had a descriptive level because its purpose was simply to describe the phenomenon under study. This study was correlational since only the degree of association between these variables was verified. The design was non-experimental because there was only one specific time and location.

Likewise, for the qualitative part, the design was phenomenological because the experiences of the people who were interviewed were explored, described, and understood. This work consisted of 51 guests and 3 employees of the hotel under study. The interview guide and questionnaire were used.

SPSS V 26 was used for the data analysis, which processed all the data and presented the results in tables and graphs, allowing the understanding of the subjects’ perceptions about the variables. In addition, the triangulation of the interviews made was
carried out using the ATLAS program to validate the qualitative research code. According to APA standards, ethical considerations adhere to trust and commitment, avoiding deception and error, also respecting the intellectual component of recognition of the contributions examined in this work.

4 RESULTS AND DISCUSSIONS

The data included in Table 1 shows that when the MS are inadequate, the BP will be completely inadequate, but when the MS are adequate, the BP immediately improves by 85.7% at the appropriate level, demonstrating that if the product or service, prices, placement and promotions are aligned to the company's line of business and to the needs of the segmented client, the BP of the hotel under study achieves better results.

Given this, it is important to consider what De La Cruz and Araujo (2021) establish because the marketing mix allows a comprehensive approach to develop a strategy and thus successfully promote a product or service in the market, even if it is not completely visible to the clients.

Table 1. Cross table between marketing strategies with the brand positioning of a tourist hotel, Bagua-Peru.

<table>
<thead>
<tr>
<th>Marketing strategies</th>
<th>Brand positioning</th>
<th>Low</th>
<th>Medium</th>
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</tbody>
</table>

Source: Elaboration of the authors (2023)

The quantitative results were obtained by the SPSS statistical package version 26, which has been included in Table 2, where it is established that when the product or service is inadequate, the BP falls below 66.7%; however, when appropriate, the BP rises significantly to a high level of 80%, demonstrating that if the service quality is improved by incorporating innovative features into all processes.

Similarly, when the price is insufficient, the BP is low and medium, but when it is adequate, the BP rises by 74.1% to a high level, which means that it is taken into account when the company develops its prices.
Thus, Alvites and Villanueva (2018) demonstrated that the promotion plan reached a very high degree of 46.70%, which is reflected in a good positioning, which was equivalent to 40.00%.

In this sense, when the location is insufficient, the BP is low and medium, but when the location is adequate, the BP rises to 84.6% at the high level, demonstrating that when the company hires known communication channels, if ads are clear and have high-value content, the company can position its brand in its clients’ minds.

Similarly, when the promotion is insufficient, the position is low (less than 100%), but when it is adequate, the position is high (56.9%), which indicates that workers and managers have the ability to communicate effectively with clients.

It was decided to take into account what Segredo et al. (2017) stated because they affirmed that the influence of the image that the company projects to society is about recognition and prestige, which must be transferred quickly, clearly and in a timely manner from senior management to employees, as well as among work teams; all of them ready to perform certain function and achieve adequate results in the organization.

Table 2. Cross table of the marketing strategies dimensions with the brand positioning of a tourist hotel, Bagua-Peru.

<table>
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</tbody>
</table>
The Kolmogórov-Smirnov test was used because there were more than 50 elements in the sample, yielding a \( p = 0.05 \), demonstrating that the data is highly significant and non-parametric, which is why they were chosen. These data allowed us to accept the alternative hypothesis and reject the null hypothesis. When applying the correlation coefficients, the MS and the BP obtained an \( r = 0.663 \) and a Kendall's Tau-\( b \) of 0.656, which indicates that both maintain a significant positive correlation, which means that while one is adequate, the other will benefit directly and significantly.

In this sense, there were various authors who studied the variables, where Maninshimwe et al. (2022) found that the adoption of MS during the COVID-19 pandemic improved the capabilities of hotels in all seven dimensions, so they have been strengthened and positioned to compete effectively in a customer-focused business environment. The lack of innovative features has led to the fact that client-based prices are not taken into account and in the competition, the consequence was that the company does not have a marked differentiation from its competitors, which made it lose position in the market.

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Kendall’s Tau-b</th>
<th>Spearman’s Rho</th>
<th>Probability (p-value)</th>
<th>Decision</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a direct effect of MS on the BP of a tourist hotel, Bagua-Peru</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Strategies and PM</td>
<td>0.656</td>
<td>0.663</td>
<td>0.000&lt;0.01</td>
<td>Hi is accepted</td>
<td>High</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Kendall’s Tau-b</th>
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</tr>
</thead>
<tbody>
<tr>
<td>There is a direct effect of the dimensions of the MS with the BP of a tourist hotel, Bagua-Peru</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Product and BP</td>
<td>0.712</td>
<td>0.720</td>
<td>0.000&lt;0.01</td>
<td>Hi is accepted</td>
<td>High</td>
</tr>
<tr>
<td>Price and BP</td>
<td>0.409</td>
<td>0.418</td>
<td>0.003&lt;0.01</td>
<td>Hi is accepted</td>
<td>High</td>
</tr>
<tr>
<td>Square and BP</td>
<td>0.588</td>
<td>0.600</td>
<td>0.000&lt;0.01</td>
<td>Hi is accepted</td>
<td>High</td>
</tr>
<tr>
<td>Promotion and BP</td>
<td>0.590</td>
<td>0.596</td>
<td>0.000&lt;0.01</td>
<td>Hi is accepted</td>
<td>High</td>
</tr>
</tbody>
</table>

Source: Elaboration of the authors (2023)
absence of innovative characteristics does not guarantee good experiences for customers. Those are the elements that have led to lose part of the market.

On the other hand, in the subcategory of price, the interviewees agree that the customer-based price has been established without considering the results of the market study and consumers’ opinions and experiences, by contrast, the cost-based price has not allowed the company to meet the objectives proposed in the Institutional Strategic Plan generated by the deficiencies found in management decision-making. In the same way, they specify that the company does not take into account the competition-based price, which is the reason why this entity has very high prices in comparison with other organizations that offer the same services and benefits.

In the subcategory of placement, the interviewees pointed out that the company does not have adequate distribution channels to transport customers directly to the hotel, which causes that there are few foreign tourists hiring the services. This has worsened because the hotel booking system has not been working correctly lately. Claims have increased because separate rooms were already occupied or simply not available, despite the fact that they had already made their reservations.

In the subcategory of promotion, the interviewees agreed that the contracted media are not well known by citizens, which means that the publications and broadcasts in the contracted media do not have the expected impact, and all this is caused by the lack of knowledge and experience of the people making decisions in this hotel, especially because they do not have a training plan on public relations, so the company workers and manager cannot interact effectively with each of the customers.

Therefore, it is important what Santos and Almeida (2022) state, since they point out that managers and marketing directors must invest more and more in an ethically integrated offer for the continuous improvement of their services, basic products and supporting infrastructures, to provide customers with an excellent and ethical hospitality experience.
Figure 2: Analyze the marketing strategies that allow improving the positioning of a tourist hotel, Bagua-Peru

Source: Elaboration of the authors (2023)
5 CONCLUSIONS

In order to position the brand of this hotel in the market, it is necessary to apply the four MS, because through the diffusion of the quality of the services provided by the hotel, using innovative features permanently from the assistance to the accommodation service, the organization would reach its objectives set and with this, it will position itself in the province market.

Likewise, if the prices are based on three key points, such as the customer, the costs and the competition, as long as the adequate distribution channels are considered according to the customers' needs and an efficient booking system is implemented, and if ads are added on the different physical and digital platforms that the company has, then it will be able to provide good organizational communication, being able to achieve the objectives set, therefore this company will achieve the long-awaited BP in the consumer’s mind.

If the quality of service is improved by adding new innovative features to all the processes from the assistance and services provided by the hotel, then the desired BP can be achieved.

In addition, while the company prepares its prices taking into account its costs, the opinion and perception of its customers and those of its direct competition, then the BP will be achieved. The company will position its brand in its customers’ minds when the ads are explicit and with high-value content, especially when workers and managers can properly relate to customers, respecting their ideas, opinions, claims and suggestions then the hotel will reach the BP in the market of the city of Bagua.
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