

## Tourism and gastronomic marketing strategies to increase tourist flow at Hotel Tosepan Kali

### Estrategias de marketing turístico y gastronómico para aumentar el flujo de turistas en el Hotel Tosepan Kali

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#### Abstract

Tourism and gastronomic marketing has served as a strategy for many destinations or establishments in order to be visited frequently, this promotes a more direct relationship between the consumer and the seller, which influences to achieve the positioning; however, there are some companies that do not have the appropriate elements for this, this is the case of the hotel Tosepan Kali located in the Sierra Norte of the State of Puebla, therefore, the objective of this research is to select tourism and gastronomic marketing strategies and tools to position it, as one of the most visited hotels in the destination. In this sense, the design of this research is quantitative, not experimental and transversal, uses a documentary and field technique with an exploratory and descriptive scope. A measuring instrument was used to find out which tools and strategies are preferred by the population of the states of Puebla and Morelos, with the results obtained, it was observed that the most used strategy is digitization through the use of social networks, and it was obtained that most of the participants trust more in the web pages and phone calls to the hotel to make their reservation.

**Tourism and gastronomic marketing, Tosepan Kali, tourism**

#### Resumen

El marketing turístico y gastronómico ha servido como estrategia para que muchos destinos o establecimientos sean visitados con frecuencia, este promueve que haya una relación más directa entre el consumidor y el vendedor, misma que influye para lograr su posicionamiento; sin embargo, hay algunas empresas que no cuentan con los elementos adecuados para ello, este es el caso del hotel Tosepan Kali ubicado en la Sierra Norte del estado de Puebla, por lo que el objetivo de la presente investigación es seleccionar las estrategias y herramientas de marketing turístico y gastronómico para posicionarlo como uno de los hoteles con mayor ocupación en el destino. En este sentido el diseño de esta investigación es cuantitativo, no experimental y transversal, utiliza una técnica documental y de campo con un alcance exploratorio y descriptivo. Por medio de un instrumento de medición para conocer cuáles son las herramientas y estrategias preferidas por la población de los estados de Puebla y Morelos, se determinó que la estrategia más utilizada es la digitalización mediante el uso de redes sociales, así mismo, se obtuvo que la mayoría de los participantes confían más en las páginas web y llamadas al hotel para hacer su reservación.

**Marketing turístico y gastronómico, Tosepan Kali, turismos**

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## Introduction

Nowadays, some companies have tools to make themselves known and position themselves. This paper focuses on tourism and gastronomic marketing strategies to position the Tosepan Kali hotel, located in the northeastern Sierra of Puebla, in the preference of consumers. Santesmases (2007) says: "Marketing is a special way of conceiving the exchange relationship, so that it is satisfactory for all parties involved in it". In the case of tourism and gastronomy, the term tourism marketing was made official in 1971, but began to be used in 1990 in different countries, mainly in Spain (Bigné, 1996 and Krippenddorf, 1971). This discipline has served as a platform for many destinations to be visited frequently, because its strategies and tools can provide greater leverage to publicize the offer of the establishments, in that sense, its implementation in the hotel Tosepan Kali (house of all), which was created in 2004 to offer ecotourism services to visitors to the region of Cuetzalan and is part of a cooperative called Tosepan Titataniske, which in Nahuatl means "together we will overcome", which was born in the Sierra Norte de Puebla in 1977 due to the economic crisis that was being experienced, specifically in the municipality of Cuetzalan. (Unión de Cooperativas Tosepan, 2015), may represent a boost for its positioning in the tourism market.

For Levitt (1990), "when potential customers or the target group of consumers cannot try, test, feel, smell or see the product in advance, what induces is the promise of satisfaction", thus, thanks to marketing it is possible to see and choose some characteristics of the products and services offered by the different establishments, for example the type of room, view, location of the room, gastronomic offer, among others; but not all service providers have the appropriate strategies to have a greater reach and contact for the tourist to reach them. This is the case of Hotel Tosepan Kali, which, unlike other hotels, was created to provide lodging to its members, since due to the way they dressed, the other hotels did not want to provide this service; it has occupancy, however, its seasonality does not work in a conventional way due to the type of market it targets (hotel members, interest groups and undergraduate or graduate programs), so there could be a better use of its services by expanding its type of market, with appropriate strategies to make them known and achieve positioning.

With the above mentioned, the objective of this research is to select the strategies and tools for tourism and gastronomic marketing to position the Tosepan Kali hotel as one of the hotels with the highest occupancy in the Sierra Norte de Puebla.

## 1 Northern Highlands of the State of Puebla

The state of Puebla is divided into 32 regions: Region I Xicotepec, Region II Huauchinango, Region III Zacatlán, Region IV Huehuetla, Region V Zacapoaxtla, Region VI Teziutlán, Region VII Chignahuapan, Region VIII Libres, Region IX Quimixtlán, Region X Acatzingo, Region XI Ciudad Serdán, Region XII Tecamachalco, Region XIII Tehuacán, Region XIV Sierra Negra, Region XV Izúcar de Matamoros, Region XVI Chiautla, Region XVII Acatlán, Region XVIII Tepexi de Rodríguez, Region XIX Atlixco, Region XX San Martín Texmelucan, Region XXI-XXXI Metropolitan Area of Puebla City and finally Region XXXII Tepeaca.

Region V also known as Sierra Norte, has a total population of 158, 416 people, 52.94% are women and 47.06% are men of which 66.48% are indigenous (Secretaría de Gobernación, 2019).

This region has a diverse vegetation, its climate is varied but most of the year is rainy. There is a great variety of flora, for example; the coffee plant, pepper, orange, passion fruit, oyamel, holm oak, jonote, flowers such as orchids, cempoal Xóchitl (dead flower) and chamaki to mention a few. The fauna is diverse, among the main animals are armadillos, gophers, foxes, squirrels, opossums and acamayaz, which is an attraction for tourists who come to the area.

## 2. Cuetzalan del Progreso

Cuetzalan del Progreso is located in Region V, bordered to the north by Jonotla and Tenampulco; to the east by Ayotoxco de Guerrero and Tlatlauquitepec; to the south by Zacapoaxtla; to the west by Zoquiapan. "The original name was Quetzalan: place of abundance of quetzals or bunch of red feathers with blue tips on two teeth" (Secretaría de Turismo, 2019), is a Pueblo Mágico since 2002, known for its cobblestone streets and the patron saint festival of San Francisco de Asís celebrated on October 4 each year.

The total population of this municipality as of 2020 was 49,864 people of which 31,681 speak an indigenous language. (INEGI, 2020)

Some of the main festivities of this town are: the huipil fair, the coffee fair, the patron saint festival on October 4 and Yohualichan kampa to xolalmej ilhuitij (or its Spanish translation "En Yohualichan nuestros pueblos están de fiesta", this is the festival that brings together music and dances of the different peoples of the region), some of these are celebrated with traditional dances and music of the region. (Secretary of Tourism, 2019).

This town preserves different traditional dances, among which stand out: that of the Quetzals and that of the Voladores. Both are rituals dedicated to the gods, with music, costumes and multicolored plumes (Secretaría de Turismo, 2014).

### 3. The Tosepan Kali Cooperative in Cuetzalan

Tosepan Titataniske or its Spanish translation "together we will overcome" was born in 1977 as an Indigenous Cooperative Movement, officialized until February 20, 1980, located in the northern highlands of the state of Puebla, it arises with the purpose of getting for the community basic products such as: corn, beans, rice, pasta among others, at a low cost (Social Production of Habitat, 2015) because at that time, in Cuetzalan there was a sugar crisis. Most of the members are indigenous people from the Nahuatl and Totonaco groups. Tosepan Titataniske groups together several cooperatives: Maseual Xicaualis Cooperative (this one has designed the *café tosepan* brand for Mexican consumers and the *café masehual* brand to offer it to the inhabitants of the region, i.e. in the members' communities of origin), Tosepan Siuamej cooperative (run by women in charge of managing tortilla shops, bakeries, grocery stores, also taking care of the production of jams, cajetas and liquors), Tosepan Tomin cooperative (it was formed in 1998, Tosepan Pajti cooperative (dedicated to disease prevention, with a group called community promoters who train the people responsible for each family to take care of their health through food, hygiene, herbal medicine and sustainable home).

On the other hand, there are cooperatives that are dedicated to the use of natural resources such as Tosepan Tichanchiuaj (which is dedicated to creating sustainable and ecological homes through rainwater harvesting, composting, wastewater treatment and backyard food production, its purpose is to improve housing conditions), Tosepan Ojlat Sentikitinij cooperative (it was integrated in 2009, its purpose is to take advantage of bamboo by creating furniture, construction material or some handicrafts in addition to helping to employ some young people) (Social Production of Habitat, 2015).

In the case of tourism, the cooperative Tosepan Kali (Nahuatl translation "House of all") was created in 2004, mainly to offer lodging services to tourists visiting Cuetzalan, and stands out as one of the three lodging establishments whose owners are Nahuatl-speakers. Tosepan Kali is a sustainable lodging immersed in nature, made mostly with bamboo, it has 4 different types of lodging in 9 cabins with a maximum capacity for 27 people, 5 cabins for 15 people, a hotel with 15 rooms for 31 people and a hostel for 38 people; it makes use of eco-techniques, such as the use of alternative materials for its construction, rainwater harvesting and a wastewater treatment system. It also has a restaurant, which offers seasonal dishes that change according to the day because it does not have a fixed menu, since it adapts to the products grown in the region. It also has a spa, store and pool, and offers some tours, packages with different agricultural activities and a day of environmental education. (Tosepan Kali, 2017; Cuetzalan Mágico, 2016; Herrera, 2019).

### 4. The influence of marketing on the tourism and gastronomic product

The authors Kotler and Amstrong (1990) define marketing as "a social and managerial process, by which individuals and groups obtain what they need and want, through the creation and exchange of products and value with others"; Likewise, Buck (1962) says that: "Marketing is the planning and execution of all aspects and activities related to a product in order to influence consumers to buy as much as possible at an optimal price that maximizes the company's profit in the long term".

According to the American Marketing Association (2007) "Marketing is the activity, set of institutions and processes to create, communicate, deliver and exchange offers that have value for customers, partners and society in general".

With the above it is observed that it is not only focused on a simple exchange of products, but also on the phenomena that compose it, that is to say, it goes beyond just selling, it is rather a process aimed at paying attention to the consumer's needs, the value and characteristics of the product, the demand, so that these aspects can positively influence the consumer and produce a greater scope at the time of purchase.

In recent years, marketing has been evolving thanks to the fact that it has adapted to new trends and social changes, as Kotler and Keller (2009) point out that "it is a social and administrative process, which involves an exchange between groups and individuals of a society to satisfy mutual needs and where the product is its basic variable, as it encompasses both goods and services marketed by a company". In this sense, Alcaide, Bernúes et al. (2013) mention that "concepts such as brand, packaging, image, warranty and after-sales service are part of marketing".

Marketing consists of two stages, the strategic and the operational, within the second are the variables that the company can control, commonly referred to as the *marketing mix*. According to Localle (2015) "the *Marketing Mix* is a marketing concept that gathers all the tools that are available to marketers for the development of efficient actions and thus achieve their objectives of penetration and sales in the target market".

This term first appeared in the work *The Concept of Marketing Mix* (1948) by theorist Neil H. Borden (1895-1980), professor of marketing and advertising at Harvard Business School, who said he was inspired by research by James W. Culliton (1912-2004) who describes the role of the marketing manager as a mixer of ingredients and proposes in this phase a list of twelve elements of the industrial *marketing mix*: product planning, price, brand, distribution channels, sales staff, advertising, promotion, packaging, display, service, physical handling and research; with the common tasks and concerns of the marketing manager (Noblecilla and Granados, 2018, p.41 ).

Thus, in 1960 Professor Joseph McCarthy made a simplification of these elements to only four, today known as the group of "the 4Ps: Product, Price, Place and Promotion, raised in his work *Basic Marketing: a Managerial Approach*" (Noblecilla, and Granados, 2018, p.41). These P's are described below (Mogollón, 2014; Noblecilla, M. and Granados, M., 2018):

The first is Product, it is defined as the combination of goods and services that the company offers to the target market. It is composed of certain attributes that are: variety, quality, design, features, brand name, packaging and services.

The second is Price, the amount of money that customers have to pay to obtain the product. The attributes that compose it are: list price, discounts, bonuses, payment period and credit plans.

The third P is Place or Distribution, all the company's activities that make the product available to the target consumers and its attributes are: channels, coverage, assortment, locations, inventories, transportation and logistics.

The fourth element is Promotion or Communication, composed of all the activities that convey the product's advantages and persuade target customers to buy it, and its attributes are: advertising, personal selling, sales promotion and public relations.

The four Ps apply to both tangible products and services, which are defined as "Any eminently intangible activity, which does not give rise to transfers of ownership and which can be the object of exchange, whether or not they are associated with a physical product" (Kotler, Cámara, & Grande, 1994).

The service has certain characteristics that differentiate it from a tangible product and that according to Ojeda and Mármol (2012, pp.99) are:

- Intangibility: Services that cannot be seen or smelled, among other characteristics.
- Inseparability: Generally, most services are produced and consumed simultaneously.

- Expiration: They have a quick expiration date since they cannot be stored as a tangible product, and can cause problems due to fluctuations in demand.
- Heterogeneity: These types of services are provided by individuals, which makes it impossible to get two alike.

Thus, in this research, marketing strategies were developed for the service, for which the term service marketing was used, which "is a discipline that seeks to study the phenomena and facts that occur in the sale of services" (Cobra, 2003); this type of marketing includes the following services: education, tourism, transportation, protection, private retirement, counseling, entertainment, credit, etc."

Likewise, within the marketing of services there are variables such as educational marketing, tourism marketing, among others.

Tourism marketing is defined as "a set of activities that facilitate exchanges between the various agents acting, directly or indirectly, in the tourism product market" (Kotler, as cited in Vaz, 2002, p.18), whose function is to identify market segments, promote the development of tourism products and provide potential tourists with information on the products offered (Trigueiro, 1999).

Quintana (2003) points out the following elements to be able to carry out this type of marketing:

- Work materials: Elements used to carry out the service.
- Facilities or physical space: Furniture, premises, light, atmosphere, decoration.
- Personnel: in the tourism industry, this is one of the central aspects in the provision of services.

With the above we can say that tourism marketing fundamentally develops relationships between the service provider and the consumer in order to exchange a tourism product, supported by different work materials suitable for the product to be sold.

"The way a service is provided can influence the nature of the relationships that exist between the staff of a service organization and its customers, which will ultimately influence the image of the company" (Garcon, 2009).

In this sense, the satisfaction of needs based on customer perceptions and desires, as is the case in the provision of tourism and gastronomic services, is motivated by eminently intangible aspects (Mogollón, 2014; Noblecilla and Granados, 2018).

Similarly, in the case of tourism and gastronomic services, two other specific characteristics must be added, which are the seasonality of demand and the need for high investment for their commercialization or high fixed costs compared to other products or services. It is, therefore, the very characteristics of the services that determine the use of special marketing strategies, and more specifically, for tourism and gastronomic services (Parra and Beltrán, 2014).

## 5. Strategies and tools for tourism

According to Parra and Beltrán, (2011) the following strategies can be used to counteract the problems generated by the characteristics of the service:

- Tangibilize the service. Make the essence of the establishment visible through objects and products that the consumer can use (amenities, furniture, among others).
- Identify the service. Develop a brand and a logo for the establishment.
- Cross-selling. Offer packages that include different services and thus be more economical than paying for them separately.
- Use personal promotional media. Train staff to address the client in an appropriate manner (tone of voice, respect, kindness) as well as to provide information about the place and solve problems.
- Differentiate by quality of service, taking into account its attributes, for example: reliability, speed, responsibility, competence, accessibility, courtesy, communication, credibility and security.

- Understanding/knowledge of the customer. Empathy with the customer.
- Personalization or uniqueness of service. Staff must adapt to the customer's needs by providing a respectful and immediate response.
- Create a strong corporate image. To complement the brand, it is necessary that the staff has attributes that differentiate it from other organizations, such as uniforms, nameplates.
- Industrialization of the service. Make use of technological tools to facilitate and streamline the service without forgetting that these are to support the staff.
- Video Marketing and streaming: Video is one of the formats that is booming and is increasingly important in the tourism and gastronomy sector. It allows to show products or services in a more attractive way and the sensations that transmit to consumers are more appealing, Instagram TV, TikTok are a great way to communicate and attract new users.
- Alliances with virtual and physical travel agencies: So that they can promote the services that a destination or establishment has, and even the packages it may have.
- Travel platforms: As a tourism company, they help past clients to provide reviews about their stay at the hotel, photos, among others, and that these reviews influence the consumer to buy the service. For example: Tripadvisor.
- Advertising campaigns: Creating advertising campaigns can be very useful to incite the purchase decision of a traveler.
- Social Networks: they have become the most influential phenomenon in communication in recent decades (Kaplan and Haenlein, 2010). They enable and facilitate community interaction, helping to foster trust and a common feeling among members (Leimeister et al., 2006), offering people new ways to build and maintain social networks, create relationships, share information, generate and edit content, and participate in social movements, through the Internet (Lorenzo et al., 2011). This type of interaction can include photos, videos, audio, video, links to web pages, among other elements. (Ryan and Jones, 2012).

## 6. Tourism and gastronomic marketing and its relationship with the Internet

A few years ago, for companies the internet was just a means of communication, but over time it became participatory and interactive, which allowed responding to users about their requests in real time, today for many companies it is the main channel for sales, communication and advertising, all due to changes in technology, customs, new jobs, professions and ways of socializing and influencing. (Zuccherino, 2016).

Digital tools are present in more organizations, being part of a great transformation, potentiating each of the strongest attributes, as mentioned in the latest study of digital marketing and social media published by the Mexican Internet Association (AMIPCI, 2014), applied to the 100 largest companies in Mexico, indicating that 79% of them have a presence on Facebook and 80% on Twitter.

On the other hand, in the Study of e-commerce in Mexico, also conducted by AMIPC (2018a) it is concluded that "websites are reference of the first contact of the consumer, however, mobile applications gain ground with 60% of purchases through the use of mobile devices".

These are just some of the trends in the use of digital tools:

## 7. Positioning for the hotel Tosepan Kali with a market expansión

Marketing plays an important role in the positioning of any company regardless of the sector to which it belongs, "*Social media optimization* or positioning in social networks is becoming very important thanks to web 2.0, because it makes it easier for companies to become an active member of these communities, providing very useful information for marketing campaigns" (Morales, 2010, as cited in Carpio et al, 2019).

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There are several marketing tools that exist, but digital marketing, also known as viral marketing, have been the most popular "To have brand positioning on the Internet people must find them when they search, when they browse social media and when they think about them" (Morales, 2010, as cited in Carpio et al, 2019).

There are several hotels that implement the different tourism and gastronomic marketing tools and strategies. "NH Hoteles and Grupo Barceló have carried out growth strategies through market penetration, giving importance in both cases to advertising, promotions and product development, adapting their service to demand, this has helped position the two companies internationally" (Bayón, 2014).

The Tosepan Kali hotel, with the intention of expanding its market could have a presence on the internet and get a greater reach on travel platforms, social interaction and website to be more recognized, achieving greater demand.

## Methodology

The research design is quantitative, non-experimental, cross-sectional, uses a documentary and field technique with an exploratory and descriptive scope making use of a measurement instrument (survey) to know the needs and opinions of the target population (people residing in the states of Morelos and Puebla, 18 years old and older and who have a technological device). It began in January and ended in June 2021.

## Results

For the present investigation, a questionnaire (see Annex 1) of 15 questions with multiple-choice answers was applied, in which 157 people participated, using a non-probabilistic convenience sampling, considering specific characteristics with a confidence level of 90% and a margin of error of 10%.

Of the people who participated in the survey, the majority were women, 76% of the total respondents were between 18 and 27 years of age, three quarters of the participants were single and the rest were married or divorced.

Given that the majority of respondents are very young and single, the predominant monthly income was less than \$5,000, followed by the range of \$6,000 to \$15,000. Most of the respondents are not familiar with Hotel Tosepan Kali and therefore have not visited their website. Of the 7 social networks exposed in the survey, Facebook is the most used, followed by Instagram, thus, when asked how often they use each social network, Facebook is in first place with 58 votes, in second place, Instagram with 25, in third place, TikTok with 18, followed by YouTube with 17 and finally leaving as the least used Twitter and Pinterest. More than half of the respondents pay most attention to posts and videos on a social network, with a lower percentage following attention to photos and stories.

The media they mainly use to make a reservation are: website and phone call to the hotel with 63.7%, as well as with 26.1% encompassing travel platforms, travel agencies in person and their websites. What they pay less attention to in advertising is: the speed of the page, web page design, slogan and brand, on the contrary, with a greater number of votes are the photos as the main attraction of advertising, followed by the established prices, comments from other people and activities, as for what they would like a tourist and gastronomic package to include, more than half of the respondents prefer it to be all inclusive, with respect to the price they do not take more importance as much as the facilities and customer service.

To find a hotel most of the respondents look for opinions in: travel platforms, social networks and opinions of relatives, as well as, there are some participants who do not take into account the opinions, finally the two payment methods they prefer the most are cash and card (credit or debit), considering that there are also some who prefer to pay with deposit or transfer.

## Annexes

Questionnaire 1: Marketing at the Tosepan Kali Hotel

### 1. Gender:

Male

Female

Intergender

**2. Age:**

- 18-22 years
- 23- 27 years old
- 28-32 years old
- 33- 37 years old
- 38- 42 years old
- 43- 47 years old
- 48- 52 years old
- 53- 57 years old
- Over 58 years old

**3. Marital status:**

- Single
- Married
- Divorced
- Widowed
- Other: Click or click here to enter text.

**4. How much is your monthly income?**

- Less than \$5,000
- \$6,000- \$15,000
- \$16,000- \$25,000
- \$26,000- \$35,000
- \$36,000- \$45,000
- \$46,000- \$55,000
- More than \$56,000

**5. Have you heard of the Tosepan Kali Hotel?**

- Yes
- No
- Maybe you have

**6. Have you visited the Tosepan Kali hotel website?**

- Yes
- No
- Maybe

**7. Which social network do you use the most?**

- Facebook
- Twitter
- Instagram
- Youtube
- Tik tok
- Pinterest
- Other: Click or click here to write text.

**8. According to the frequency with which you use the social networks, order in ascending order, number 1 being the one you use the least and number 6 the one you use the most.**

|           | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Facebook  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Twitter   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Instagram | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Youtube   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tik Tok   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Pinterest | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**9. What do you visit most often on a social network?**

- Videos
- Photos
- Stories
- Posts
- Comments
- Another

**10. When booking your accommodation, by what means do you do it most frequently?**

- Call to the hotel
- Website (hotel)
- Web page (travel agencies)
- Travel agency (in person)
- App of the establishment
- Airbnb
- Travel platforms
- Other: Click or tap here to enter text.

**11. What appeals to you most in advertising?**

- Slogan
- Brand
- Photos
- Activities
- Website design
- Website speed
- Comments from other people about the establishment
- Prices stated in advertising
- Other: Choose one item.



### 12. According to needs, what would you like a tour package to include?

Lodging only  
 Lodging and some food (breakfast, lunch or dinner)  
 Lodging and recreational activities  
 All inclusive (lodging, food and recreational activities)

### 13. When staying in a hotel, what do you consider most important?

Facilities  
 Customer service  
 Price  
 Originality of the hotel  
 Location  
 Payment methods  
 Offers or agreements with other sites  
 Hotel discounts or packages  
 Hotel amenities (shampoo, soap, coffee, etc.)  
 Souvenir store  
 Gastronomic offer  
 Pet friendly  
 Gay friendly  
 Accessibility for people with disabilities  
 Other: Choose one item.

### 14. When looking for a hotel, you review or search for recommendations on:

Travel platform (tripadvisor, booking, trivago, kayak, despegar, bestday, expedia).  
 Opinions of people in a social network or family members.  
 Review of a famous person  
 None  
 Other: Choose one item.

### 15. What is your preferred method of payment when booking a hotel?

Card  
 Cash  
 Deposit  
 Transfer

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### Conclusions

The company IIB conducted a study in the year 2021 regarding the most used social networks globally, the results showed Facebook in first place with 2,701 million users, followed by YouTube and WhatsApp, in the results of the survey conducted for this research it was obtained that indeed Facebook is the most used, however, the next social network is Instagram considering that they had greater participation people from 18 to 27 years old.

Regarding the preference of hotel packages, Vara (2020, as cited in REPORTUR, 2020) mentions that "All Inclusive is a product that the market asks for; we do not command, those who command are the clients, those who have the money in the bag" with this the results obtained in the measurement instrument are confirmed given that the majority prefer all-inclusive tourist and gastronomic packages, the service provider must become familiar with this and take into account the client's needs, Considering that the price does not matter when there is a variety of service, it will be important for the hotel Tosepan Kali to consider an offer of this type, as well as the management of direct reservations in hotels and travel platforms with cash or card payment options.

To conclude, it was observed that the most used strategy nowadays is the digitalization through the use of social networks to obtain a greater reach, in that sense, the hotel should focus its attention to an adequate management of its different social networks. The expansion of the market in the hotel Tosepan Kali can give opportunity to position itself in the conventional market since it has different unique attributes, however, it is necessary to implement a training plan for all staff on the use of technological tools, and thus obtain quality content based on photographs and videos, in the same way, implementing the company-customer interaction having continuity in publications, without forgetting that the strategies that can be implemented are: customization of customer service, maintenance of facilities, creating solid corporate brand and having a presence in travel platforms.

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