

Impact of Innovations on the Promotion of Hotels in Historical Objects: A Quantitative Research from Slovakia*

¹Jaroslava GBUROVÁ and ²Vanda ČIRČOVÁ

¹University of Ss. Cyril and Methodius in Trnava, Institute of Management,
Hajdóczyho 1, 917 01 Trnava, Slovakia

²University of Economics in Bratislava, Faculty of business administration,
Dolnozemska cesta 1, 852 35 Bratislava, Slovakia,

Correspondence should be addressed to: Jaroslava GBUROVÁ; jaroslava.gburova@ucm.sk

* Presented at the 42nd IBIMA International Conference, 22-23 November 2023, Seville, Spain

Abstract

The impact of innovation on the promotion of hotels in historic objects is a topic that is gaining importance in the current context of tourism and the hotel industry. Historic objects with their rich cultural and architectural value present unique opportunities but also challenges for hotel operators. In order to compete successfully with modern hotels and appeal to travellers, these historic objects need to integrate innovation into their concept. One key aspect is digital promotion. Nowadays, travellers rely on the internet and social media to find accommodation. Historic hotels that invest in professional websites, active engagement on social media and effective online advertising have a better chance of reaching a wider target group. The aim of this paper is to provide a theoretical summary of the issues under study and to analyse the findings of the impact of innovation on the promotion and perception of service quality in historic hotels from the perspective of the respondents surveyed. To achieve the objectives of the study, we used a questionnaire survey to analyse the impact of innovation on the promotion and perception of service quality in hotels in historic buildings. Respondents were randomly selected from the Western Slovakia region. Pearson's and Spearman's correlation coefficient methods were used for evaluation. The paper highlights important conclusions for managers of hotels in historic buildings who can use innovations in promotion to increase the attractiveness of their establishments and improve guest satisfaction. It also contributes to a better understanding of the impact of innovations on traveler preferences and perspectives on service quality in the context of historic hotels.

Keywords: innovations, marketing, hotels, tourism, historical objects.