

CHAPTER IV

CONCLUSION

In this chapter, I would like to discuss the best solution for the problem at Rosani Hotel, Kuta-Bali. After considering some positive and negative effects from the potential solutions and the situation at Rosani Hotel, I believe that creating a new hotel brochure which consists of additional information about travel and tourism information followed by giving rewards will be the best solution.

Having brochures is a good equipment for the hotel to distribute equal product knowledge to the front officers. This will help the unknowledgeable front officers to learn about the additional information concerning travel and tourism. Considering the advantages of having brochures in marketing the hotel, the brochures would be a great promotional tool for the front officers doing personal selling.

As a suggestion for creating the brochure, the hotel should think carefully of what customers expect to know from it as Hyde says, "A good way to organize your points is to write down the questions you think a potential customer might have, and the answers your brochure might supply." (par. 4).

Following the first solution, if the front officers are equipped with the knowledge that they should have, it will be easier for them to implement AIDA's strategy and as a result, they can attract more customers. For those front officers who reach the sales target, the hotel should evaluate and motivate them through rewards so that the front officers have self motivation in getting more customers.

Based on those explanations, I take a conclusion that creating a new hotel brochure followed by giving rewards is the best and most suitable solution for the problem at Rosani Hotel. Having equal product knowledge, the employees will be able to stimulate customers' AIDA in selling the hotel products. Therefore, I believe that the solution that I have chosen can work well so that the problem can be solved.