

## ABSTRACT

The research result has indicated that size of hotels in the provinces of Surathani, Phuket and Songkhla comprising of small-scale to large-scale hotels (ranging of hotel rooms: less than 50 to more than 200 rooms). All hotels, under the investigation, have the "ratio of staff: number of rooms" below the stipulated standard ratio (staff: number of room ranging from 1.1 to 2.0). Simultaneously, size of hotel and room tariff would correspond with hotel's marketing promotional expenditure. i.e., larger hotels and high room rates are higher thus hotel marketing promotional expenditure would tend to increase.

More than 90 percent of hotels in Southern Thailand region, have adopted the practices of four types of marketing promotion, simultaneously: advertising, sales promotion, personal selling, and public relation. However, procedures, practices and activities of promotion would vary or cater to the specific need and types of each hotel in each province.

Most of hotel managers have expressed that most effective promotion is "word-of-mouth advertising" while hotel brochure is the best advertising medium. Most of the hotels, in the samples, would cooperate with their middlemen for the supply of target clientele, hotels would offer a discount room rate approximately 10-30 percent off the published rates, thus middlemen would obtain commission as a compensation. The popular hotel middlemen are travel agent companies of both domestic and foreign travel.

In contrast, 51.1 percent of hotels in Surathani and Phuket provinces have arranged the program of announcement of the award prize to hotel's best performance staff while 80 percent of hotels in Hat Yai never provided such programs. However, majority of hotel managers from the three sample provinces had revealed that they had organized a training for new staff as well as held an orientation program for new staff. And from time to time, some trainings had been organized when company facing certain problems or when their customers expressed feelings of annoyance, dissatisfaction.