

The relationship among the performance of integrated marketing communicational, internal and externa

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ABSTRACT

It makes the integrated of tourist hotel have gradually growing because the global economic recovery and the national media publicity. At the mean while, the marketing and media experts are focus on discuss how to deal with IMC (Integrated Marketing Communication, IMC), its internal and external relations. This study is to investigate the staff of international tourist hotels to the Relationship among the Performance of Integrated Marketing Communication, Internal and External Relations about the International Tourism Hotels in Taiwan and Mainland China. Beside the main study course also joined other demographic variables, gender, age, education, jobs, personal monthly income of ariables whether there is significant difference in the structural equation modeling. The study try to explore-house integrated marketing communication on the relationship and external relations, to know whether the integrated marketing communications in an increasingly competitive hotel industry an effective strategy for competitive advantage, and the hotel industry to provide some Reference and recommendations.

Keywords : internal relations、 external relations、 IMC technology、 IMC performance

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