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PERCEPTION OF HOTEL REBRANDING FROM THE POSITION OF TOURISM PROFESSIONALS AND THE GENERAL PUBLIC

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ABSTRACT

The aim of the paper is to analyse the perception of rebranding and repositioning of Panorama Zagreb hotel into a new hotel, i.e., a new brand under the name Zonar Zagreb, among tourism professionals and the general public. Based on the research conducted on a sample of the tourism professionals, i.e., on a sample of hoteliers, restaurateurs and employees in tourism, as well as on the basis of an identical questionnaire on a sample of the general public, i.e., respondents of all occupational and educational profiles, by comparing the answers obtained, an attempt is made to determine the level of new brand recognition and the perception of the new brand, i.e., rebranding and repositioning among the professional and general public.

The results of the research show that the professional public is very well versed in trends in the local hotel market, marketing terms, theory and practice, and more specifically, in the rebranding of the Zonar Zagreb hotel itself. On the other hand, due to the intensive marketing campaign, the general public is familiar with the new Zonar

Zagreb brand, but the awareness of the finesse and details of the repositioning and re-branding process from Hotel Panorama Zagreb to the Zonar Zagreb hotel was mainly not present among the general public.

Keywords: *hotel rebranding, hotel repositioning, brand perception*

1. INTRODUCTION

The topic of this paper is the perception of rebranding based on the example of a well-known hotel in Zagreb. Before defining the term rebranding, it is necessary to clarify the term branding. Branding, as stated by Armstrong et al. (2014), is "name, sign, symbol (or a combination of the above) that identifies the manufacturer or seller of the product", and in terms of the hotel industry, we can supplement it with the term "service". There is a growing emphasis on building and managing brand equity as the primary drivers of a hospitality firm's success (Kim, Kim, 2005). Therefore, a brand is a differentiator of one product or service from another, and a brand is by no means just a name, sign, or logo; there is an entire strategy behind the brand and the branding process. Branding is a complex process that includes several stages: market research, setting the goals of the company that plans to launch the brand, the process of developing the brand identity, key values and benefits of the brand, positioning and launching the brand, promoting the brand, evaluating the brand (Keller, 2012). First, when creating a brand, it is necessary to define the DNA of the brand. The DNA of the brand signifies the identity of the brand, what the brand really is (Keller, 2012). After that, the emotional (perceived value of the brand in the psychological sense) and physical benefits for the consumer of the brand must be established (De Chernatony, 2011; Aaker, 1997; Keller, 2012). Also, a brand should generate certain associations, feature a certain image, and the basis for something to be called a brand at all, and not just a product or service, is brand awareness and brand recall (Keller, 2012). According to Keller (2012), who developed the brand pyramid, the base of the brand pyramid is brand recognition, consisting of brand awareness and brand recall, and the top of the pyramid is brand loyalty, which is the stage to which all brand creators strive.

Rebranding is a complex process of creating a new brand on the foundation of the old one. Depending on what one wishes to achieve, rebranding can be based on certain elements of the old brand, but it can be the launch of a completely new brand for a different market and repositioning with completely different elements (physical and emotional benefits), key values, brand promise, brand identity, and brand image. Repositioning is the creation of a new and different image of the brand among consumers (Crompton, 2000). Repositio-

ning, i.e., presenting the image of the brand to consumers and distinguishing it from the competition, is closely related to rebranding. There are two types of rebranding, proactive and reactive rebranding (Muthukrishnan et al., 2023). The activity of proactive rebranding starts when the company realizes that it is possible to further expand the market, capture a new segment of the market with a completely new product/brand, that is, it undertakes a market diversification strategy, according to Ansoff's matrix (Meldrum, McDonald, 1995).

Reactive rebranding usually occurs during certain changes in the company's ownership structure, for example, during various takeovers of the company and thus the brand, or during negative PR related to the company, which cannot be corrected in the long term. Rebranding deals with identifying new sources of brand capital, i.e., brand equity, which leads to the growth of brand awareness and image improvement (Keller, 2012).

Previous research on the topics of branding, rebranding, and repositioning covers several related fields: Arbi and Aminah (2023) examine the implications of rebranding, perceived quality, and brand awareness on brand loyalty on Truntum Padang Hotel customers. Blengini and Das (2021) examine the causes rather than the effects of rebranding, claiming that the brand change may also be initiated by the franchise owner in cases where they intend to sell noncore or non-profitable hotels, or wish to "de-flag" hotels that fail to meet the current brand's promise. Other research is focused on large hospitality brands, such as Accor, Hilton or Marriott, and the implications of this kind of brand implementation via franchising contracts in business operations (Chen, He, Gu, 2013; Tsai, 2013). Several authors point out that rebranding does not worsen the financial result of the hotel companies, but also it does not offer sensational results: about 5 or 6% of higher occupancy rates (Tsai, 2013; Tsai, Dev, Chintagunta, 2015) or gradually better financial result if the rebranding was done along with the change of the hotel scale (Hanson et al., 2009). When it comes to relation between rebranding and financial performance of the rebranded property along with the guest satisfaction, authors suggest that there is a certain correlation between them (e.g., Huang, 2010; Ooi, 2008). The literature review, as shown above, offers interesting findings, but mostly focused on big, renowned hotel brands, and the effects of switching from one brand to another, or from independent brand to renowned one.

This paper examines the case of complete rebranding and repositioning, i.e., the strategy of market diversification of Hotel Panorama into a completely new brand and product, Zonar Zagreb, and consequently, the perception of the general and professional public of the rebranding process of the hotel, based on the research conducted among the aforementioned two groups of respondents. It should be pointed out that this manuscript does not perceive

the price elasticity of demand for hotel services, which is the subject of other research, e.g., (Baždar Gašljević, Maradin, Cerović, 2022).

Based on the subject of this article, several research hypotheses are put forward: the first; both tourism professionals and the general public are familiar with the new Zonar Zagreb brand (brand awareness phase), second; tourism professionals can generate the recall of the new hotel brand (brand recall), while the general public will not be able to recall the new brand. Furthermore, it is assumed that tourism professionals will be able to keep track the details and finesse of the repositioning and rebranding of the Panorama Zagreb hotel into the Zonar Zagreb brand, while the general public mostly will not be able to keep track of all the details of this process. The next chapter will describe the Zonar Zagreb hotel, as well as the hotel that operated before the rebranding, under the name Panorama Zagreb hotel.

2. COMPARATIVE ANALYSIS OF HOTELS BEFORE AND AFTER REBRANDING

In this part, two hotel brands are presented. These are the predecessors of the rebranded hotel named Panorama Zagreb hotel, and the new “rebranded” Zonar Zagreb.

2.1. PANORAMA ZAGREB HOTEL

The Panorama Zagreb hotel was built in 1968, initially as a Sport hotel, then as a Panorama hotel (renovated in 1987 for the needs of the Universiade), then in 2003 the hotel became “Four Points by Sheraton Panorama Zagreb” and from 2013 to 2020 operates as the Panorama Zagreb hotel (HUP-ZAGREB, 2014, 2018).

The Panorama / Zonar Zagreb Hotel is located in the centre of the vibrant Zagreb district, Trešnjevka, in the immediate vicinity of the local Sports Centre, a large sports and recreation centre in Zagreb. Hotel Panorama Zagreb had 280 rooms, 9 multipurpose congress halls, a restaurant, Piano Bar, and a fitness studio. Until 2018, the hotel was owned by the Zagreb hotel company, HUP-ZAGREB Inc., while in 2018 the entire group was acquired by the hotel company Maistra Inc., that is, Adris Inc. from Rovinj, and Panorama Zagreb hotel became the property of the Maistra Inc. group.

The design of Panorama Zagreb hotel itself was classic; it was a 4* hotel, ideal for the accommodation of sports groups, due to its proximity to the Sports Hall, where various sports competitions took place. There were classic types of rooms on offer, all very classically furnished to meet the 4* category, but without special features in the offer, design, or promotional campaigns. In terms of bran-

ding and positioning, the hotel did not emphasize design, but functionality, and the hotel's slogan was "Comfortable and reliable", and the hotel was positioned as "the highest hotel in Croatia". The hotel was a popular venue for weddings and graduation ceremonies venue among the locals in Zagreb. The hotel's restaurant and bars were not visited specifically for their offer, but as part of various congresses, workshops, and seminars that were often held in the hotel. In the summer, the hotel was fully occupied by various tourists, the so-called "leisure" groups from SE Asia and Central Europe, while in the autumn, winter and spring the hotel was filled with business guests and participants of a series of business or sports events from all over the world. Hotel Panorama Zagreb closed in March 2020 due to the COVID-19 epidemic, and after renovation, it opened in April 2023 as a new, repositioned hotel under a new brand, Zonar Zagreb.

2.2. ZONAR ZAGREB

In spring 2023, the Zonar Zagreb hotel, now part of the Maistra city hotel brand (Maistra City Vibes), opened its doors after a thorough reconstruction. As stated, in 2018, Adris Group bought the company HUP – Zagreb Inc. and invested, as reported in the media, 30 million euros in the reconstruction of the hotel (Adris Group, 2023).

The hotel has kept its 4* category; however, it has undergone a complete transformation, both physically and in terms of branding. The number of rooms in the hotel has been increased to 299, and eight types of rooms have been introduced, each of which has a completely different feature from the other: white-coloured suites with a swing and bathtub in the living room (Clouds suite), black-coloured suites with televisions on the ceiling and pillars with walls dressed in mirrors (Reflections suite), rooms in vinyl, metallic and wooden combinations (Zonar Sanctum rooms), rooms with gymnastic rings in the ceiling (Zonar Hangout rooms), standard rooms (Zonar Monochrome Rooms) and completely white rooms with a bathtub by the window (Zonar Spacebath rooms).

The hotel has a completely revamped congress venues, characterized by the so-called "industrial" style of architecture, and also, the entire hotel features the industrial style, a lot of black and white colours, and a visual identity in the form of black and white arrows, which are visible in various places in the hotel: on both side facades of the hotel, visible in its full length from the eastern and western parts of the city, through a series of graphic signs and elements of communication in the hotel and in the entrances to the hotel. In addition to special rooms and meeting rooms, the uniqueness of the hotel is the rooftop swimming pool and bar, as well as two restaurants and a bar on the ground floor of the hotel. The hotel positions itself as a regeneration zone and a place where there is always something going on, and the above is accompanied by the slogan: "The Earth never stops moving, neither should you" (Maistra, 2023).

3. REBRANDING PROCESS ON THE EXAMPLE OF HOTEL ZONAR ZAGREB

The Zonar Zagreb hotel opened on April 13th, and the opening was preceded by an awareness campaign. The campaign started in March with a series of animated videos that were broadcasted in the busiest locations in Zagreb on digital billboards. The new logo and completely new visual identity of the hotel were communicated, along with some renderings (montage of the future appearance of the hotel). Additionally, at the same time, editorials and press releases were distributed in national digital media (portals) covering the topics of a new hotel and all its features. It was communicated that the hotel will be completely different from the others, that it will provide a new experience for the guests, that is, an experience of complete regeneration for the guests during their stay at the hotel. Ultimately, the name of the hotel itself means a combination of two words: Regeneration Zone = Zonar. In addition to the emphasis on complete regeneration in the rooms or in the rooftop swimming pool, with the view of the city. The hotel also emphasised that it wants to be the host of locals, and the key promotion was focused on the hotel bar, the pub quiz, the broadcast of popular Zagreb radio and DJ programmes on Fridays and Saturdays. In parallel with the above, the promotion campaign of the Zonar Zagreb hotel and the new Maistra City Vibes brand (which, in addition to Zonar Zagreb, also includes Hotel International and Hotel Jadran from Zagreb) also took place on social media.

Furthermore, promotions on a total of four local radio stations started in April, advertisements in foreign and domestic print media, extensive Google Ads campaigns throughout Europe and Croatia (to encourage accommodation bookings), followed by the promotional campaigns on the so-called OTA channels (online travel agencies), such as booking.com and Expedia, all in March and April 2023.

It can be concluded that the hotel was promoted in two directions; for the local target market as the hotel where "something is always going on" (promotion of bars and swimming pool) and for the global target market as a "cool" hotel with unusual rooms and a rooftop swimming pool (promotion of overnight stays).

The communication message itself almost always focused on the new brand and the new slogan: Zonar Zagreb, i.e. "The Earth never stops moving, neither should you." It was very rarely mentioned that Zonar Zagreb used to be Panorama Zagreb, only on occasions to mark the hotel's location, but the almost exclusive focus was on the new hotel brand and all the physical and emotional benefits it was planned to bring.

The next chapter will present the research conducted on the perception of the rebranding process of the Panorama Zagreb hotel and the new Zonar Zagreb brand.

4. RESEARCH ON THE PERCEPTION OF ALL DIMENSIONS OF THE BRAND AMONG THE GENERAL AND EXPERT PUBLIC

This chapter will describe the research that was carried out among tourism professionals and the general public in order to obtain information about the level of brand recognition (of the old and the new brand) and all sub-segments of brand perception.

4.1. RESEARCH CONSTRUCT

The questionnaire was designed in ten segments; brand recall, brand awareness, brand image, emotional and functional benefits of the brand, awareness of the carried out rebranding, questions related to brand associations, and a set of questions related to the hotel/brand Zonar Zagreb itself (experience of the hotel during the visit), a set of questions about the carried out promotional campaign, and finally, demographic questions.

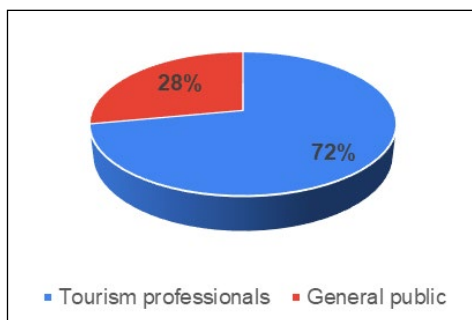
For the questionnaire of this research, several constructs from the existing literature were used; brand pyramid (Keller, 2012; Chandon, 2003), questions related to examination of the brand image (Aaker, 1997), and brand equity (Aaker, Biel, 1993). These constructs were adapted for the purposes of this investigation. According to Keller and Chandon, brand prominence consists of and is measured according to two components: brand recall and brand awareness. Then, after examination of the brand recall and brand awareness components which are the basis of the brand pyramid, a set of questions about brand associations follows. The brand generates physical and emotional benefits that it communicates to the market, and the goal of every brand is to generate associations related to it (certainly positive). "Consumer awareness and associations lead to perceived quality, attitude toward attributes, and ultimately brand loyalty" (Keller, 1993). The questions are formed according to these segments. Brand image is, according to Aaker (1997), an examination of brand personality according to questions/list of associations that have been modified for the needs of service industry research. That is, Aaker presented a set of questions used to analyse the personality of the brand, using the example of the manufacturing industry, the Nike brand. For the purposes of this research, a set of questions and brand associations were adapted for the hotel industry. Finally, the questionnaire was also created and adapted according to the model of Aaker (1991), who formed several segments when questioning brand values: brand loyalty, brand awareness, perceived quality, brand associations.

4.2. THE SAMPLE AND THE FIRST PHASE OF THE RESEARCH

The research was conducted from 6 July 2023 until 19 July 2023 on a sample of a total of 149 respondents. The sample was later divided into two sub-samples, the general public and tourism professionals, derived from the question about the occupation of survey respondent's; this led to two sub-samples: tourism professionals and the general public. More precisely, the general public includes people of all profiles and occupations except those from the tourism industry, while the tourism professionals segment includes all employees in the tourism industry (hotels, catering, travel agencies, and tourist boards). It should be emphasized that the questionnaire was not sent to employees of Maistra Hospitality Group, precisely to obtain objective answers. The questionnaire contains 33 questions, qualitative and quantitative questions, questions with a measurement scale from 1 to 7 (Likert scale), and association questions. The questionnaire was sent to respondents via Google forms.

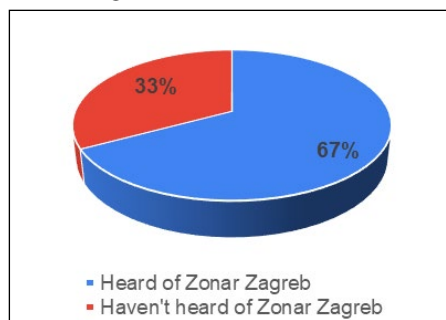
The first phase of the research was related to the two basic components of the brand prestige, what constitutes the brand. As Keller (2012) and Chandon (2003) state, at the base of the brand pyramid are the first two components of the brand, which are the starting point for all further brand equity measurements: brand recall and brand awareness. Brand recall is recalling a specific brand when the respondent is asked to list several brands from a specific industry, in this case from the hotel industry, without any reminders or prompts. The research showed that the respondents from the tourism professionals segment could, without being reminded, list several recently opened hotels in Croatia, including Zonar Zagreb, while such an answer was largely absent from the general public, as can be seen in Graph 1. Out of a total of 149 respondents, 72% of respondents from the professional public recalled Zonar Zagreb without being reminded, while only 28% of members of the general public recalled this brand.

Graph 1. Brand recall of Zonar Zagreb brand Zonar



Source: Author's work

Graph 2. Brand awareness of the hotel/ Zagreb



Source: Author's work

When determining brand awareness, according to Keller and Aaker, a question is asked that contains the name of the new brand ("Have you heard of a certain hotel?"), that is, in this research, an elimination question was asked: "Have you heard of Zonar Zagreb?". A total of 149 respondents participated in the survey, and 49 respondents who had not heard of Zonar Zagreb were immediately identified, considering that the research needs respondents who are aware of this brand. However, this phase of the investigation examined the brand awareness of Zonar Zagreb, which is shown in Graph 2. It can be stated that tourism professionals, as assumed by the hypothesis, are informed about the new hotel brand on the market, that is, brand recall can be confirmed among the professional public, while it was largely absent among the general public.

When looking at the results of the questionnaire in more detail, of the total number of respondents, 33% have not heard of Zonar Zagreb, while it is important to note that the vast majority of respondents who have not heard of Zonar Zagreb, 84%, do not work in tourism and 67% of them do not live in Zagreb and Zagreb County or even in the Republic of Croatia, which leads to the conclusion that this new hotel brand is most recognizable precisely on the local market, Zagreb and its surroundings. In other words, the awareness of Zonar Zagreb brand was examined, with the highest share of awareness of the brand in Zagreb and the surrounding area, with the share of only 16% of employees in tourism (tourism professionals) not being aware of the new brand.

Thus, the conducted research established a correlation between brand awareness in both groups of respondents and a correlation between brand recall in the segment of tourism professionals, while brand recall was mostly absent from the general public.

4.3. THE SECOND PHASE OF RESEARCH – DETAILS OF BRAND PERCEPTION AND REBRANDING

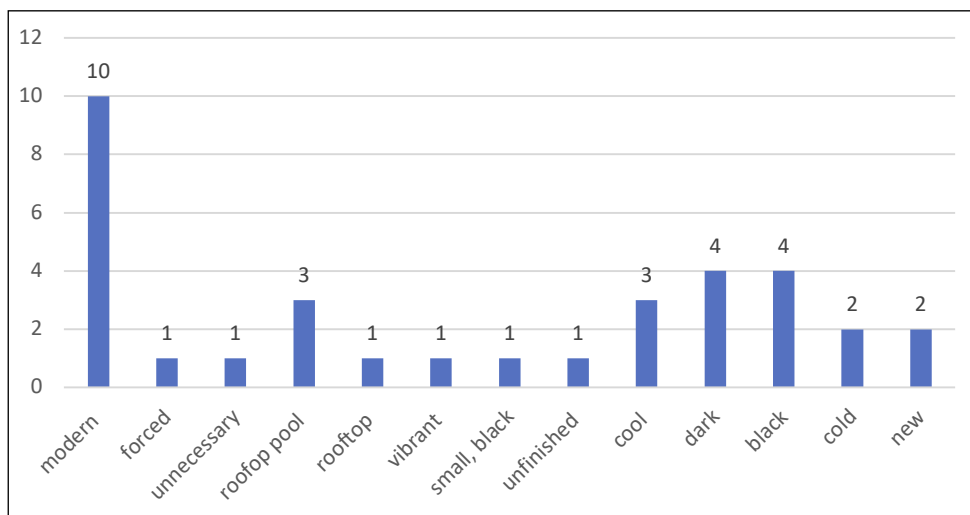
After segmentation of the sample, the research was further conducted on a sample of 100 respondents who had heard of Zonar Zagreb, and separated into two subsamples, as general public and tourism professionals. Of the observed sample, 46% are tourism professionals, while 54% are the general public, respondents who have heard of Zonar Zagreb.

4.3.1. BRAND ASSOCIATIONS

The second phase of the research, on a sample of 100 respondents, comparing two subsamples, tourism professionals and the general public, showed and confirmed the assumptions, along with some new information that further deepened the topic. So, in the segment of questions related to brand perception, i.e. associations linked to the brand, the research showed that the touri-

sm professionals had rather uneven impressions, mainly from the spectrum of negative associations (“dark, cold, forced, unnecessary”, etc.), but also a larger share of answers.

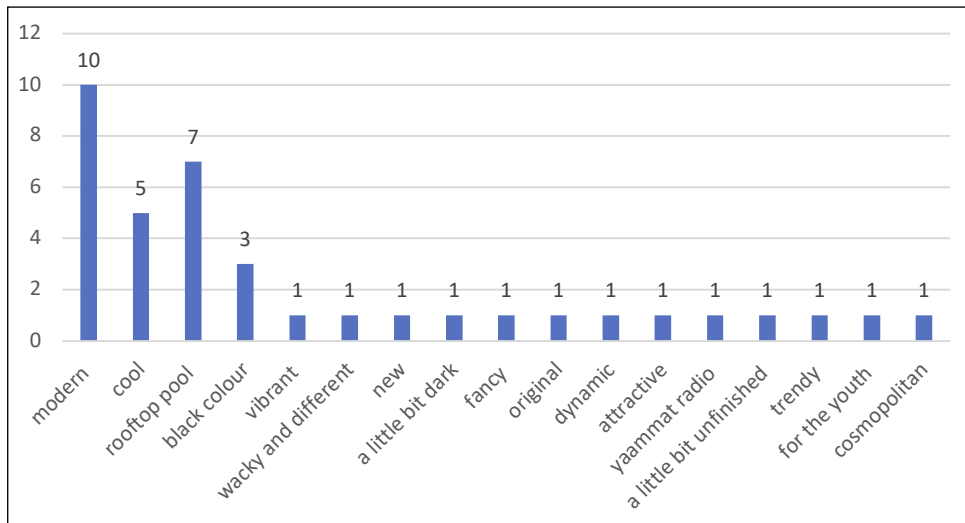
Graph 3. Associations (open-form responses) of tourism professionals with Zonar Zagreb (19 respondents did not respond)



Source: Author's work

As can be seen from the Graph 4, the general public had a higher share of answers absence and had mutually almost identical associations tied to the hotel (“modern, cool hotel, rooftop pool”), and the mentioned associations can be recognized from the promotional campaign for the new hotel in the media (Business tourism, 2023; Fashion.hr, Journal.hr, Eat Out Zagreb, radio campaigns and digital advertising platforms, etc.).

Graph 4. Associations (open-form responses) of the general public with Zonar Zagreb (30 respondents did not respond)



Source: Author's work

4.3.2. REBRANDING PROCESS

Finally, tourism professionals are very well perceived the rebranding process itself, given that the vast majority of respondents to the question of what Zonar Zagreb is, chose the answer that it is a renovated hotel (72%), while the general public, who heard about Zonar Zagreb, still mostly chose the answer that it is a new hotel (58%). In other words, awareness of renovation, rebranding, and the phase of transition from one hotel and brand to another is less present among the general public, while the awareness of the carried out renovation and rebranding is more pronounced among the tourism professionals.

When examining tourism professionals and the general public on whether, in their opinion, there was a need to rebrand Panorama Zagreb Hotel to Zonar Zagreb, tourism professionals responded affirmatively with a share of 84%, while the general public (76%) also answered in the same way, with a remark that 21% of the general public did not know how to answer this question, which confirms the aforementioned assumptions: tourism professionals are more profoundly informed about the perception of rebranding than the general public.

4.3.3. UNIQUE SELLING PROPOSITION

When looking at the unique selling proposition (USP) of the hotel, with multiple choice answers, tourism professionals fairly evenly singled out three parts of the hotel's offer as the USP: meeting rooms, accommodation rooms and the rooftop pool, while the general public very clearly singled out the rooftop pool as the hotel's USP, which more than doubled all the other answers and USP suggestions. It can be considered, based on the above results, that tourism professionals perceive the hotel and brand in a different way: they probably consider how to sell and promote the accommodation and meeting rooms within the industry further to end users. It can be concluded that the business-to-business market looks at more features of the hotel, with a more critical eye than the general public, which has singled out the swimming pool on the roof as its unique USP.

4.3.4. BRAND LOYALTY

When analysing the brand loyalty of this brand that was only recently introduced, considering that it has been present in the public for only half a year, quite different attitudes of tourism professionals and the general public are recorded. Namely, two elements were singled out for questioning brand loyalty (adapted from Keller, 2012), the wish/intention of regular visits to the hotel/brand and the intention to recommend the hotel to family and friends. The answers were generated according to the Likert scale, which segmented the agreeing statements in seven ranks, from complete disagreement to complete agreement with the statements. The highest share was generated by indifference ("neither agree nor disagree") between tourism professionals (24%), then disagreement (22%) with the statement, that is, the desire to visit the hotel frequently, while the general public mostly chose the partial (19%) and complete agreement spectrum with the statement "I intend to visit the hotel frequently" (22%). In short, tourism professionals are less willing to be a regular hotel guest than the general public.

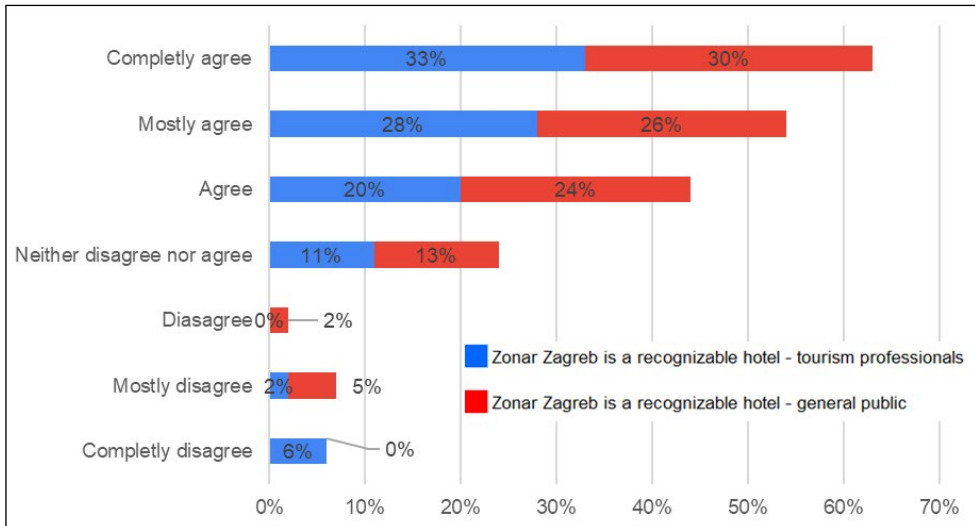
However, when questioning the intention of recommending the hotel to others, both the general public and tourism professionals expressed partial or complete agreement with the statement about recommending the hotel to relatives. In short, tourism professionals do not have a great desire to visit the hotel regularly, but they will recommend it, and the general public would be happy to visit it regularly and recommend it to others.

Given that there are more affirmative and positive responses than negative, for both (frequent visits and intention to recommend) statements, it can be concluded that there is a level of brand loyalty, with somewhat more pronounced loyalty among the general public, compared to tourism professionals.

4.3.5. RECOGNITION

Zonar Zagreb became a recognizable hotel or brand in a short period of time, as the research showed, both among professionals and the general public. This element was one of the few where the views of tourism professionals and the general public were consistent, to a large extent – both subsamples consider Zonar Zagreb recognizable, which can be seen in Graph 5.

Graph 5. Recognisability of the Zonar Zagreb brand among both types of public



Source: Author's work

As expected, most tourism professionals heard about the hotel long before the promotional campaign, a year ago (54%), while the largest share of the general public heard about the hotel during an intensive advertising campaign, three months before the research was carried out (35%).

The research showed that tourism professionals were informed about the new brand on the market earlier than the general public, it showed that tourism professionals study the new hotel product and brand, with all its subtleties, with more criticism and consideration, while the general public received most of the information about the new hotel and brand through a promotional campaign and quite often found and described the new hotel product and brand through terms picked up from the promotional campaign.

It can be stated that the tourism professionals are very well informed about the new brand and the details related to the process and have a more critical view of a number of segments of the brand itself, while the general public is well aware of the existence of the new brand: however, they did not fully perceive the subtleties of the rebranding itself, i.e. the components of the new brand, as predicted by the hypothesis, so it can be concluded that both hypotheses are accepted.

5. CONCLUSION

Derived from the above findings, it can be concluded that the tourism professionals are well informed in the local tourist market trends, they follow market changes, and they are aware of the rebranding phase, of the old and the new brand, and they generate a number of different associations and angles of viewing the brand. However, for the general public, despite the present brand awareness of Zonar Zagreb with this sub-sample, it is not possible to determine the new brand recall and can be concluded that the general public mainly associates terms from the promotional campaign with the associations of the new brand, without any specific expressed personal attitude and a more detailed consideration of the brand. For this hotel, it can be determined that within a short period of time from the launch of the promotional campaign and the opening it achieved recognition both among tourism professionals and the general public, especially locally (Zagreb and its surroundings), and the hotel became a brand. It can also be concluded that the brand generated the emergence of brand loyalty, regardless of the colourful perception of the brand itself among one or the other public. The brand generates positive associations among the general public and relatively negative and uneven associations among tourism professionals.

Although the research obtained satisfactory results, some of the limitations of the research are the small sample of tourism professionals and the general public and the geographical concentration of respondents, given that the most of respondents are from Zagreb, where the Zonar hotel is located, and the recommendation for further research would definitely be a larger and more geographically dispersed sample. Furthermore, the recommendation would be to investigate in more detail the sample of the professional public and their motives and brand experience. That is, since the opinions of tourism professionals and the general public about this brand are quite different, a further detailed analysis of the responses of the profession is suggested. Whether the professional public has studied in more detail the new hotel brand, its benefits for the tourist market, the problem of positioning and selling such a product, the problem of finding a desirable target market to which this hotel should be further sold, or whether the profession has not encountered anything similar locally and generated associations from it, or whether a (larger) part of the professional public is a competitor of the mentioned hotel or group, it is not possible to determine from this research, but it leaves space for further research.

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PERCEPCIJA REBRANDINGA HOTELA S POZICIJE STRUČNE I OPĆE JAVNOSTI

SAŽETAK RADA

Cilj rada je utvrditi percepciju rebrandinga i repozicioniranja hotela Panorama Zagreb u novi hotel, odnosno novi brand pod imenom Zonar Zagreb kod dijela stručne i opće javnosti. Temeljem provedenog istraživanja na uzorku stručne javnosti, odnosno na uzorku hotelijera, ugostitelja i djelatnika u turizmu, kao i temeljem identičnog upitnika na uzorku opće javnosti, odnosno ispitanika svih profila zanimanja i obrazovanja, komparacijom dobivenih rezultata nastoji se utvrditi razina prepoznavanja i percepcije novog branda, odnosno rebrandinga i repozicioniranja kod stručne i opće javnosti.

Rezultati istraživanja pokazuju kako je stručna javnost jako dobro upućena, kako u trendove na lokalnom hotelijerskom tržištu, marketinške termine, teoriju i praksu, tako i konkretnije, u rebranding samog hotela Zonar Zagreb. S druge strane, zbog intenzivne marketinške kampanje, opća javnost je upoznata s novim brandom Zonar Zagreb, no međutim svjesnost o finesama i detaljima provedenog procesa repozicioniranja i rebrandinga iz hotela Panorama Zagreb u hotel Zonar Zagreb je kod opće javnosti uglavnom izostala.

Ključne riječi: rebraning hotela, repozicioniranje hotela, percepcija branda