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Innovation in the Expanded Marketing Mix and Its Role in Enhancing Marketing Performance in Hotel Establishments: A Case Study of Sheraton Hotel – Annaba–

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Abstract:

This study aims to identify the extent to which the dimensions of innovation in the extended marketing mix are available and their role in enhancing marketing performance at Sheraton Annaba Hotel.

The results showed that the hotel's reliance on innovation in the extended marketing mix and marketing performance was at a very high level, with a positive relationship between their dimensions.

Keywords: expanded marketing mix, innovation in the expanded marketing mix, marketing performance, Sheraton Hotel.

Jel Classification Codes: M31, O31, L83.

I. INTRODUCTION

The hotel industry is currently undergoing significant transformations, driven by fierce competition and rapidly changing market dynamics. To address this, hotel establishments must anticipate their customers' needs and fulfill them. One of the toughest obstacles faced by hotels is the difficulty customers encounter in evaluating the quality of services, due to the intangible nature of hotel offerings. This makes it imperative for hotels to find innovative ways to build trust, foster customer loyalty, and differentiate themselves from their competitors. As a result, a strategic focus on innovation is essential for enhancing customer confidence and ensuring their satisfaction.

Innovation in the expanded marketing mix has emerged as one of the key strategies to address these challenges. It encompasses innovation across multiple facets, such as physical evidence, personnel, and service delivery processes, contributing to a comprehensive and enhanced customer experience. By integrating these innovative approaches, hotels can not only retain existing customers and build lasting loyalty but also attract new clientele and strengthen long-term customer relationships. Furthermore, this innovation leads to increased market share, higher sales, and sustained profitability, all of which positively impact a hotel's overall marketing performance.

Sheraton Annaba Hotel has recognized the critical importance of innovation in the expanded marketing mix. By adopting cutting-edge innovations in various areas, the hotel has significantly improved its marketing performance, achieved higher operational efficiency, and consistently met its business objectives. This focus on innovation has allowed Sheraton Annaba to maintain its competitive edge and provide superior service to its customers, ensuring continued growth and success in the hospitality industry.

- **Study Problem :**

The main problem of this study is revolves around the following central question:

- To what extent does innovation in the expanded marketing mix contribute to enhancing the marketing performance at Sheraton Annaba Hotel?

This central question leads to the following subquestions:

- To what extent does Sheraton Annaba Hotel adopt innovative practices in the expanded marketing mix?
- To what degree is marketing performance practiced at Sheraton Annaba Hotel?

- Is there an impact or correlation between the level of innovation in the expanded marketing mix and the marketing performance at Sheraton Annaba Hotel?

- **Study hypotheses :**

To answer the central question, we formulated a set of hypotheses as follows:

- **Main hypothesis :**

- There is no statistically significant correlation between innovation in the expanded marketing mix and its enhancement of marketing performance at Sheraton Annaba Hotel at a significance level of ($\alpha \leq 0.05$).

The following subhypotheses emerge from this main hypothesis:

- There is no statistically significant relationship between innovation in processes and its enhancement of marketing performance at Sheraton Annaba Hotel, This hypothesis is tested at a significance level of ($\alpha \leq 0.05$).

- There is no statistically significant relationship between innovation in people and its enhancement of marketing performance Sheraton Annaba Hotel, This hypothesis is tested at a significance level of ($\alpha \leq 0.05$).

- There is no statistically significant relationship between innovation in physical evidence and its enhancement of marketing performance at Sheraton Annaba Hotel at a significance level of ($\alpha \leq 0.05$).

- **Study objectives :**

- Explanation of both concepts: " innovation in the extended marketing mix" and" marketing performance";

- To assess the extent to which Sheraton Annaba Hotel relies on innovation in its expanded marketing mix;

- To determine the level of marketing performance implemented at Sheraton Annaba Hotel;

- To analyze the role of innovation, in all its dimensions, on enhancing marketing performance at Sheraton Annaba Hotel.

- **Importance of the Study :**

- To increase awareness among decision makers at Sheraton Annaba Hotel regarding the importance of embracing innovation within the extended marketing mix to improve marketing performance;

- Stressing the role of innovation in developing the extended marketing mix to achieve the hotel's aspirations;

- The study's significance also lies in addressing customer desires and needs and influencing their behaviors in a manner that contributes enhancing the hotel's success.

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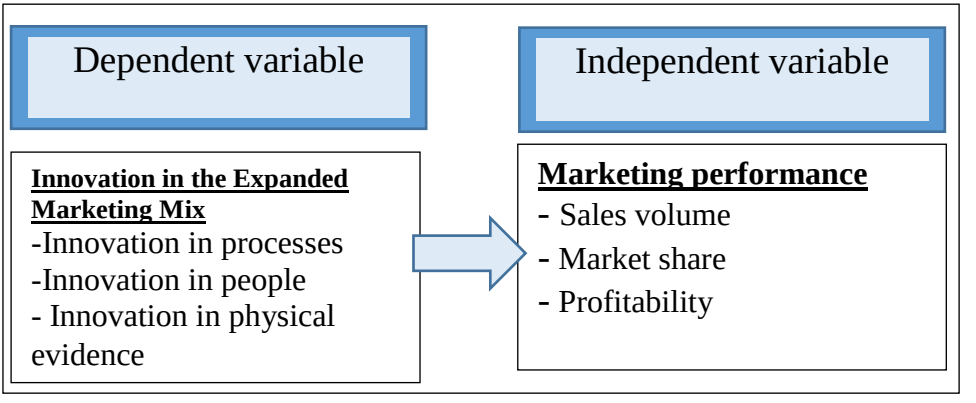
- **Methodology of the Study :**

In order to prepare this study, the descriptive analytical approach was relied upon to explore various aspects of the subject, as well as to examine and analyze the relationship between innovation in the expanded marketing mix, with its three dimensions, and marketing performance. To achieve this, the program of statistical analysis SPSS v.25 was utilized to analyze the data collected from questionnaires distributed to a sample of employees at the Sheraton Annaba Hotel during the period from 15 /10/2024 to 22 /11/ 2024.

- **Proposed model of the study :**

The following hypothetical model of the study has been designed based on what has been mentioned earlier as follows:

Figure (1): Proposed model of the study



The source: Prepared by the researchers

II. Theoretical framework of the study :

1. Concept of innovation and marketing innovation :

1.1. Concept of innovation :

In this section, we aim to explore the concept of innovation as a starting point for defining marketing innovation. Below are some definitions provided by various experts.

Innovation is regarded as a fundamental tool that organizations use to implement new ideas in order to meet the needs of their current customers, attract new clients, stay competitive, and ultimately enhance their performance (El-Dessouky, 2019, p. 35).

Innovation is an activity that involves generating ideas and utilizing knowledge, skills, and even new technologies to create value for a product or

service. This ensures that the offering is popular among customers and provides a competitive advantage in the market (Purchase & Thierry, 2020, p. 763).

1.2. The concept of marketing innovation :

Among the inspired definitions provided:

It is a process where marketers focus on developing new methods and approaches to reach and cater to new markets. This involves adopting the latest technologies and creative concepts, as well as organizing impactful promotional campaigns that capture the attention of current customers, meet their needs, ensure their loyalty, and turn them into loyal buyers (Khalf & Shifaa, 2024, p. 176).

Marketing innovation encompasses the activities undertaken by an organization to introduce new and innovative products and services into its market by embracing fresh ideas that contribute to increasing its market share (Kafi, 2016, p. 115).

The interest in marketing innovation stems from a variety of reasons, which we will outline below:

- Marketing innovation encourages the adoption of new ideas;
- By focusing on fundamental differences in products, marketing innovation allows an organization to gain a competitive edge, as product differentiation enhances performance through customer loyalty and satisfaction;
- Marketing innovation serves as a strategic source for obtaining a competitive advantage;
- Thus, marketing innovation holds significant importance for the organizations that implement it, their customers, and society at large.

We will elaborate on this as follows:

- **For the organization:**

Marketing innovation provides a continuous competitive advantage that distinguishes the organization from its competitors, helping it build a positive image within the community and thus achieving a superior position. This competitive edge results in positive outcomes, such as maintaining market share, increasing sales and profits, achieving market leadership, and attracting new customers while retaining existing ones.

- **For customers:**

Whether individuals or organizations, marketing innovation can achieve a lot for them, as well as anticipate their future needs and work to fulfill them.

1.3. Innovation in the Expanded Marketing Mix :

The hotel depends on the marketing mix to achieve its goals and enhance its market position, aligning with the unique characteristics and nature of its operations as well as the features of its services.

Based on this, in addition to the traditional policies represented by product, price, place, and promotion, it also depends on the three newly

introduced dimensions that we will focus on in this study: People, Process, and Physical Evidence. This is done through analyzing the environment in which the activity operates and assessing the factors influencing it.

To achieve differentiation and market control, the hotel must continually develop its products and adopt innovation in its practices. Innovation in the marketing mix involves implementing new ideas that lead to positive changes in marketing practices, enabling the hotel to outperform its competitors in the market (Shawky, 2024, p. 47).

Therefore, the innovative aspect of the revised marketing mix includes a collection of components that rely on the changes and adjustments made to these components. These elements interact with one another to enhance the performance of companies while considering the potential for internal or external conflicts resulting from change, as well as the element of risk.

Accordingly, it includes innovation in the following elements:

1.3.1. Innovation in People :

Individuals play a crucial role in delivering services to beneficiaries, serving as a vital link between the organization and its clientele, exerting a substantial influence on them. Innovation in people stems from creative thinking, which is reflected in an individual's initiative to break away from conventional thought patterns and adopt a new way of thinking. Regardless of how advanced these skills and levels of knowledge may be among employees, an environment that does not encourage the adoption of innovation fails to leverage their potential and benefit from it(Kabab, 2018, p. 138).

1.3.2. Innovation in Processes :

Innovation in this area focuses on using innovative methods for delivering new services, which is essential for service organizations. This involves making substantial alterations to the offered service and improving the process of service provision from one client to another, while ensuring they receive better pricing offers. A prime example of this is electronic cashless shopping (Najm, 2007, p. 286).

1.3.3. Innovation in Physical Evidence :

This concept refers to an organization's ability to enhance its physical environment making it attractive comfortable and equipped with the latest technology. By providing a properly designed physical space such as furniture decor and signage it significantly contributes to the efficient and high quality delivery of services. Even small innovative changes can lead to positive outcomes for both employees and customers (Boucheguifa & Houari, 2020, p. 176).

2. Marketing Performance :

2.1. Definition of Performance :

Performance can be defined as the optimal use of an organization's available resources to achieve its objectives, ensuring its continuity and growth in a highly competitive environment (Khantit, 2024, p. 158).

Performance is also defined as a reflection of how an organization utilizes its human and physical resources in a way that enables it to achieve its objectives (Mohsen, 2002, p. 45).

2.2. Factors Affecting Organizational Performance :

Performance is influenced by various factors, which can have either a positive or negative impact. The most significant of these include (Khantit, 2024, pp. 159-160):

2.2.1. Motivation:

Effective employee motivation enables the organization to achieve its goals and thus attain good performance.

2.2.2. Skills:

This includes the skills of imitation, projection, and creativity. While all three types are important, creativity is the most critical due to its significant impact on organizational performance.

2.2.3. Training:

Continuous training is an important investment in human resources, as it contributes to improving performance by enhancing knowledge, organizing tasks, and improving individuals' technical skills, in addition to facilitating communication and making information access easier.

2.2.4. Economic Factors:

Economic factors have a significant impact on organizational performance. These factors can be divided into general economic factors such as, growth rates, inflation rates, and interest rates, and sector-specific factors like the availability of raw materials, labor, and market structure.

2.2.5. Social and cultural factors :

Influence an organization's performance due to the significance of the social aspect within its environment. For instance, high illiteracy rates can reduce the effectiveness of advertising, negatively impacting the organization's performance and success.

2.2.6. Political and Legal Factors:

Involve government policies, regulations, and laws that affect businesses

2.2.7. Technological Factors:

These refer to the changes and advancements brought about by technology, key aspects include scientific knowledge, technological innovations, and more, as technological factors significantly influence organizational performance

2.3. Definition of Marketing Performance :

Marketing performance refers to the company's proficiency and potential to excel in the market where it operates, by addressing the needs and desires of customers, which are fundamental to the company's survival, growth, and attainment of its overall objectives, including its marketing goals (Sultan, Saif, & Muthanna, 2024, p. 62).

Marketing performance is defined as the level of success achieved by an organization through the products it offers (Tawil, 2013, p. 115).

2.4. Importance of Marketing Performance :

The significance of marketing performance lies in its direct connection to achieving the organization's objectives, which include increasing market share, boosting profits, ensuring customer satisfaction, and enhancing overall efficiency. This can be summarized in the following points (Tawil, 2013, p. 119):

- It is a fundamental pillar for the success or failure of companies in implementing their strategies and decisions.
- A measure used to identify the gaps between the set goals and what has actually been achieved within the organization.
- It provides information to various management levels within the organization for use in planning and decision-making.
- It facilitates comprehensiveness and rationality in the planning and decision-making processes.
- It helps the organization establish standards to enhance its mission.

2.5. Marketing Performance Measurement Indicators :

Performance standards range from metrics used to measure the overall marketing outputs or results of the organization to those used for measuring the outputs or results related to each marketing activity or component of the marketing.

2.5.1. Sales Volume :

It represents the total quantity of units sold by the company over a specific period. Therefore, the company aims to achieve the highest possible profits and to continuously increase them. This can be accomplished if the company sells what it has planned, indicating that products and services may not consistently generate high profits (Tiara & Mulyaningsih , 2018, p. 3).

It refers to the number of sales achieved over a specific time period, such as a week, month, season, semester, or year. It represents the number of transactions completed by the organization with its customers and reflects its ability to meet market demand. This metric allows for comparisons between the services offered by the organization and those of its competitors. In general, the

marketing performance of different organizations, regardless of their activity, can be assessed according to the sales figures they reach)Mohammed, 2013, p. 113).

2.5.2. Market Share :

Market share is an effective indicator of an organization's success, reflecting its ability to capture the market by attracting customers through the development of products that deliver real benefits, meeting their needs and desires. It also refers to the proportion of sales of a particular brand compared to the total sales of competing brands, or the percentage of a specific company's sales relative to overall sales in the same sector)Kotler & Keller , 2018, p. 170).

Determined by measuring the proportion of an organization's sales against the aggregate sales of all entities in the market over a defined time frame, this measurement reveals market trends for various products. Comparing an organization's share with that of its competitors is an effective strategy for expanding market presence, whether focusing on a specific product or a broader range of products.

2.5.3. Profitability :

Is a crucial indicator for assessing marketing performance, as profit is essential for growth and survival in the market. Evaluating marketing performance using this indicator relies on measuring stakeholder satisfaction regarding the level of profits. Additionally, the profitability indicator provides insights into the results of internal or external expansion efforts. Generally, all organizations aim to achieve the highest possible profits. Even service organizations pursue profitability; while they focus on delivering quality services, this does not conflict with their goal of generating profits (Selvam, Gayathri J, Vasanth , & Marxia , 2016, p. 92).

It also represents the organization's ability to achieve profit, as profit is what remains from the revenues generated by the business (product, service) after all expenses associated with generating those revenues have been paid (Hafidh & Mohammed , 2018, p. 117).

III. The Field Framework of the Study :

1.Profile of Sheraton Annaba Hotel :

It is part of the American hospitality chain Marriott. The first hotel under the "Marriott" brand was opened in 1957, originally named "Twin Bridges Marriott Motor Hotel," in Arlington, Virginia, by John Willard Marriott.

Sheraton Annaba Hotel, established in 2016, is classified as a five star hotel. It proudly holds the distinction of being the second Sheraton branded hotel in Algeria, following the quiet exit of Sheraton Oran. The hotel features 19 floors, 16 suites, 185 rooms, a cafeteria, four restaurants, six meeting rooms, a gym, a tennis court, and a pool.

2. Study Population and Sample:

The study included hotel employees across various positions, and a random sample of 60 employees was selected.

The following table illustrates the distribution results of the studied sample according to demographic characteristics as follows:

Table (1): Distribution of Sample Individuals by Demographic Variable

Demographic Characteristics	Categories	Frequencies	Percentages
Gender	Male	38	65.5%
	Female	20	34.5%
Age	20 to under 30 years	31	53.4%
	30 - 40 years	14	24.2%
	40 -50 years	13	22.4%
	Older than 50	0	0%
Educational Level	Secondary	7	12.1%
	University	30	51.7%
	Postgraduate	21	36.2%
Years of Service	Fewer than 3 years	28	48.3%
	3- 6 years	10	17.2%
	Over 6 years	20	34.5%

The source: Prepared by the researchers based on the results of SPSS v.25.

The findings indicate that the predominant portion of the sample is made up of males, accounting forg 65.5%, while females constitute 34.5%. The sample was classified into four age groups, where the age group of 40 to 50 years had the lowest percentage at 22.4%, while the 20 to 30 years age group represented the largest segment at 53.4%. The age group of 30 to 40 years came in second place at 24.2%. Notably, the age group of 50 years and above was entirely absent from the sample.

In terms of years of service, 65.5% of the sample have less than six years of experience, reflecting the relative modernity of the hotel's establishment.

Regarding educational qualifications, 87.9% of the sample are university graduates, which indicates that the hotel places significant importance on hiring employees with academic degrees. This composition reflects the hotel's strategy of blending employees' academic competencies with their professional experience to achieve outstanding performance and quality service. The academic qualifications and practical experience of the employees significantly contribute to enhancing the hotel's operational efficiency and increasing its competitiveness in the market.

3. Study Tool:

The survey was employed to gather data for the field study, containing 30 items relevant to the research. A total of 60 surveys were distributed, and 58 valid responses were retrieved for analysis, accounting for 96.66% of all surveys distributed.

3.1. Structure of the Study Tool:

The tool was structured into three main sections:

- First Section: Contains personal data of the sample, including gender, age, educational level, and years of experience.

- Second Section: Focuses on innovation in the extended marketing mix, comprising 15 items that cover the dimensions of process innovation, people innovation, and innovation in physical evidence.

- Third Section: Deals with marketing performance, also comprising 15 items, covering the dimensions of market share, sales volume, and profitability.

To assess the responses of the sample participants, a five-point Likert scale was used, where participants were being required to show their agreement level with each statement in the survey.

3. 2. Validity of the Study Tool:

The survey content was evaluated by a panel of specialists in the field to confirm its validity. Based on their feedback and recommendations, several items were modified, some were removed, and certain sections were rephrased for better clarity to align with the participants' understanding.

3. 3. Reliability of the Study Tool:

To verify its reliability, the Cronbach's Alpha coefficient was calculated, and the results are as follows:

Table (2): Cronbach's Alpha Reliability Coefficient

Variables	Number of Items	Cronbach's Alpha coefficient
Innovation in the expanded Marketing mix	15	0.865
Marketing performance	15	0.910
Overall	30	0.940

The source: Prepared by the researchers based on the results of SPSS v.25.

The results show that the Cronbach's alpha coefficients for the study variables were 0.865 and 0.910, while the overall questionnaire had a coefficient of 0.940. Given its proximity to the ideal value of 1, this suggests an excellent level of reliability.

4. The Level of Implementation of Innovation in the Extended Marketing Mix and Marketing Performance at Sheraton Annaba Hotel:

4.1. The Extent of Sheraton Annaba Hotel's Implementation of Innovation in the Extended Marketing Mix:

This addresses the first subquestion of the study: "To what extent does Sheraton Annaba Hotel adopt innovative practices in the expanded marketing mix?" The analysis was conducted by calculating the arithmetic mean of the aggregated responses provided by the study participants regarding the items in the second section of the survey, titled "Innovation in the Extended Marketing Mix." This analysis aims to provide a comprehensive understanding of the participants' views on various aspects of innovation within the extended marketing mix, contributing to a deeper insight into the subject under investigation.

The results of this analysis are presented in detail in the following table, which illustrates the distribution of responses and offers an accurate assessment of perceptions pertaining to the subject matter.

Table (3): Results of the sample responses on the extent of Sheraton Annaba Hotel's implementation of innovation in the extended marketing mix.

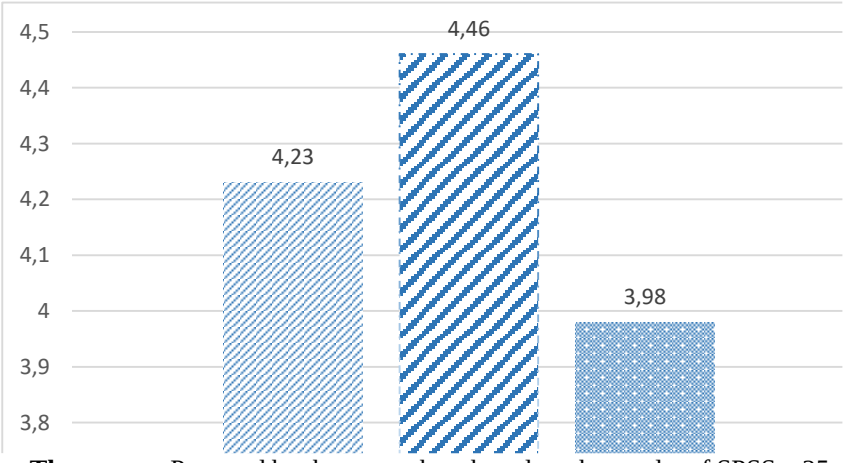
Dimensions	Mean	Level
Innovation in Processes	4.23	Very High
Innovation in People	4.46	Very High
Innovation in Physical Evidence	3.98	High
Oveall Mean for the Axis	4.22	Very High

The source : Prepared by the researchers based on the results of SPSS v.25.

The table's results show that Sheraton Annaba Hotel incorporates innovation into the extended marketing mix within its operations, with the overall arithmetic mean for this axis reaching 4.22, indicating a very high level of agreement. The "Innovation in People" dimension recorded the highest arithmetic mean among the dimensions, at 4.46, reflecting a very high level of agreement.

The "Innovation in Processes" dimension followed in second place, with an arithmetic mean of 4.23, indicating a high level of agreement. Finally, the "Innovation in Physical Evidence" dimension ranked last, with an arithmetic mean of 3.98, also indicating a high level of agreement.

Figure (2): Ranking of Innovation Dimensions in the Extended Marketing Mix



The source: Prepared by the researchers based on the results of SPSS v.25.

4.2. The Extent of Marketing Performance Adoption by Sheraton Annaba Hotel:

This section addresses the study's second subquestion: "To what extent is marketing performance practiced at Sheraton Annaba Hotel?" The analysis was conducted by calculating the arithmetic mean of the aggregated responses provided by the study participants regarding the items listed in the third section of the survey, titled "Marketing Performance." This analysis aims to provide a comprehensive view of the participants' opinions on various aspects of marketing performance, contributing to a deeper understanding of the subject under study. The results of this analysis are presented in detail in the following table, which shows the distribution of responses and offers an accurate assessment of the opinions related to marketing performance.

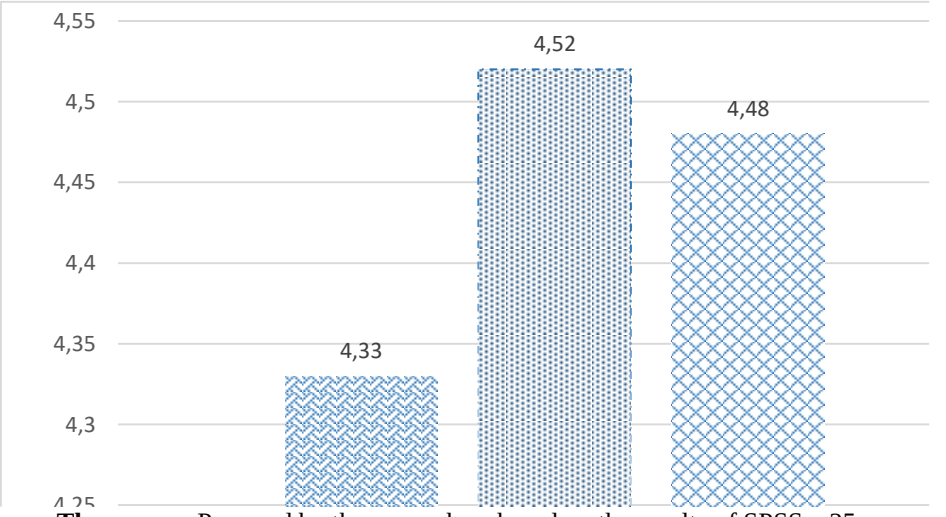
Table (4): Results of the sample responses on the extent of Sheraton Annaba Hotel's implementation of marketing performance

Dimensions	Mean	Level
Market Share	4.33	Very High
Sales Volume	4.52	Very High
Profitability	4.48	Very High
Oveall Mean for the Axis	4.44	Very High

The source: Prepared by the researchers based on the results of SPSS v.25.

The table's findings show that Sheraton Annaba Hotel effectively applies marketing performance, with the overall arithmetic mean for this axis reaching 4.44, signifying a very high level of agreement. The 'Sales Volume' dimension recorded the highest mean at 4.52, followed by 'Profitability' with a mean of 4.48. The 'Market Share' dimension ranked lowest, with a mean of 4.33. These results illustrate that all dimensions of the second axis reflect a very high level of agreement.

Figure (3): Illustration of the Dimensions of Marketing Performance



The source: Prepared by the researchers based on the results of SPSS v.25.

4.3. The relationship between innovation in the expanded marketing mix and marketing performance at the Sheraton Annaba Hotel:

To answer the study's third subquestion, which is: "Is there an impact or correlation between the level of innovation in the extended marketing mix and marketing performance at the level of Sheraton Annaba Hotel?", it is necessary to validate both the main hypothesis of the study and its subhypotheses.

However, prior to this, it is essential to determine whether the study variables follow a normal distribution or a non-normal distribution. This is achieved through the Kolmogorov-Smirnov test to decide whether parametric or non-parametric tests will be used. The study variables are defined as follows:

- Independent Variables: These encompass innovation in processes (X1), innovation in people (X2), and innovation in physical evidence (X3).
- Dependent Variable: Marketing performance (Y).

The outcomes of the normality test are detailed as follows:

Table (5): Results of the Normality Test for the Study Variables

		x1	x2	x3	y
N		58	58	58	58
NormaLparameters	Mean	4,2310	4,4655	3,9862	4,4471
	Standard deviation	,45853	,35021	,37996	,36749
Most extreme Differences	Absolute	,227	,160	,158	,142
	Positive	,227	,160	,158	,114
	Negative	-,108	-,143	-,137	-,142
Test statistics		,227	,160	,158	,142
Asymptotic Sig. (Two-Tailed)		,000[c]	,001[c]	,001[c]	,005[c]

The source: Prepared by the researchers based on the results of SPSS v.25.

The findings from the preceding table show that the significance level (Sig) for the marketing performance variable is (0.005), while for the variables of process innovation (0.000), people innovation (0.001), and physical evidence innovation (0.001), all values are below the adopted significance level ($\alpha \leq 0.05$).

Accordingly, the data deviate from the normal distribution, necessitating the use of non-parametric tests instead of parametric tests.

III.Results and discussion:

Table 6 displays the results of the Spearman rank correlation test, examining the relationship between each dimension of innovation in the expanded marketing mix and marketing performance.

Table (6): Results of the Spearman test for the relationship between the dimensions of innovation in the expanded marketing mix and marketing performance.

Dimensions of Innovation in the Expanded Marketing Mix	Spearman Rank Correlation Coefficient (r)	Significance Level (Sig)	Rank in Terms of Relationship Strength
Innovation in Processes (X1)	0.731	0.000	1
Innovation in People (X2)	0.718	0.000	2
Innovation in Physical Evidence (X3)	0.636	0.000	3

The source : Prepared by the researchers based on the results of SPSS v.25.

The statistical analysis reveals that the independent variables, which represent the dimensions of innovation within the extended marketing mix "namely innovation in processes, innovation in people, and innovation in

physical evidence"are significantly related to the dependent variable, marketing performance. The (Sig) values corresponding to the Spearman coefficients for these variables were 0.000, which is below the significance threshold of ($\alpha \leq 0.05$) set in the study. The relationship between these variables and marketing performance is a positive direct one. According to the sample data, as Sheraton Annaba Hotel increases the level of innovation in the extended marketing mix across all dimensions"innovation in processes, innovation in people, and innovation in physical evidence"by one unit, its marketing performance increases by 76.1%, 71.8%, and 63.6%, respectively, and vice versa.

Regarding the strength of the relationship, it varies across the independent variables. It was found that innovation in processes is the most influential dimension in achieving marketing performance at the Sheraton Annaba Hotel, with a Spearman coefficient of 0.731, indicating a strong correlation as it falls between 0.70 and 1. This is followed by innovation in people, with a correlation coefficient of 0.718, also indicating a strong relationship. In contrast, innovation in physical evidence ranked last in terms of relationship strength, with a correlation coefficient of 0.636, indicating a moderate relationship as it falls between 0.40 and 0.70.

Based on the above, the first, second, and third subhypotheses, which suggest the absence of a statistically significant relationship between the dimensions of the independent variable (innovation in processes, innovation in people, and innovation in physical evidence) and marketing performance at the hotel, were rejected at the significance level ($\alpha \leq 0.05$).

The researchers attribute this to the hotel's continued strong results, despite celebrating its ninth year in 2025, it has managed to establish itself in the market through a steady increase in the number of guests and a rising market share. This success is attributed to its ongoing focus on innovation in the expanded marketing mix, especially in processes and people, Which has contributed to customer satisfaction and their sense of comfort, leading them to prefer interacting with the hotel. This is due to its reliance on the latest service delivery technologies and the training of its employees in the most advanced customer service methods. It was recognized as the leading hotel at the national tier in 2024.

Based on the above, the researchers can conclude that the main hypothesis, "There is no statistically significant correlation between innovation in the expanded marketing mix and its enhancement of marketing performance at Sheraton Annaba Hotel at a significance level of ($\alpha \leq 0.05$)," is rejected.

Consequently, the alternative hypothesis, "There is a statistically significant correlation between innovation in the expanded marketing mix and its

enhancement of enhancing marketing performance at Sheraton Annaba Hotel at a significance level of ($\alpha \leq 0.05$)," is accepted.

IV.Conclusion:

Marketing innovation is essential in driving the growth and competitiveness of the tourism industry, particularly within the hospitality sector. Hotels view it as a strategic factor that distinguishes them from their competitors. The innovation within the expanded marketing mix serves as a critical tool for providing unique value propositions to customers, leading to higher satisfaction and long-term loyalty. This ultimately results in increased sales, improved market share, and greater profitability. The study underscores the importance for hotels to continuously adapt to technological advancements in service delivery and invest in staff development by equipping them with the latest customer service techniques. Such innovations contribute significantly to enhancing service quality and boosting overall performance.

The principal results of the study are summarized as follows:

- The team in charge at Sheraton Annaba Hotel acknowledges the impact of innovation on the expanded marketing mix and its influence on the hotel's overall marketing performance. They demonstrate their commitment to integrating innovative practices within their strategic framework, ensuring their excellence in their field of expertise;

- The level of implementation of innovation in people and innovation in processes at the Sheraton Annaba Hotel is very high. The results confirmed that employees agree the hotel consistently trains its staff on the latest methods of customer interaction to ensure a distinguished guest experience. The hotel also continues to keep up with the latest technologies and developments in hotel management and service delivery, focusing on updating the applications it relies on, including the latest version of the Opera system (version 5.6) for hotel reservations. This reflects the hotel's commitment to investing in both staff training on modern technologies, through specialized training programs, and encouraging staff to enhance their skills and foster innovation, thereby improving service quality;

- The level of innovation in physical evidence is also high, particularly with regard to the recent upgrade of the hotel's kitchen and restaurant equipment. This is attributed to the hotel’s relatively recent establishment, limiting renovations to replacing damaged or outdated equipment. Additionally, the hotel’s affiliation with an international chain necessitates adherence to a specific aesthetic, especially in terms of color schemes and décor during renovations, making any further significant changes unlikely in the immediate future;

- The degree to which marketing performance is embraced at the Sheraton Annaba Hotel is very high, with results showing that employees agree that analyzing sales volume by customer type has allowed the hotel to focus its efforts

on customers who contribute significantly to higher sales. The hotel is keen to achieve higher annual profits compared to its competitors, with a continuously increasing growth rate, by retaining its current customer base and targeting new clients;

- There is a significant correlation between innovation in the expanded marketing mix, with its three dimensions « innovation in processes, innovation in people, and innovation in physical evidence »and the enhancement of marketing performance at the Sheraton Annaba Hotel.

The study recommends the following:

- Focusing on introducing modern technologies in the reception department, such as interactive screens that enable self-service for customers, which reduces waiting times and enhances service efficiency;
- Enhance recognition of the importance of the achievements accomplished by Sheraton Annaba Hotel, while emphasizing the necessity of preserving and ensuring their sustainability within the hotel's long-term development strategy;
- Trengthening the culture of professionalism in job performance, emphasizing the importance of adhering to high standards of competence, skills, and responsibility in completing tasks and professional activities ;
- Developing the spirit of adaptation, quickly responding to changes occurring in the environment, and training on the latest programs released ;
- Urge the Sheraton Annaba Hotel, as part of one of the leading international hotel chains, to share its experiences and knowledge with national hotels to promote excellence and knowledge exchange;
- It is essential for tourism establishments in general, and hotels in particular, to adopt marketing innovation as one of the keys to improving and enhancing performance.

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