

# Importance of Hotel Brand Equity in Hospitality Industry

Rachata Wangchan and Kreetha Simavara

<sup>1</sup>Department of Marketing, Faculty of Management Science, Nakhon Pathom Rajabhat University, Nakhon Pathom  
73000, Thailand

<sup>2</sup>Ph.D. Student, Department of Social Sciences, Faculty of Social Science and Humanities, Mahidol University,  
Nakhon Pathom 73170, Thailand

## Abstract

Hotel brand equity is one concept of brand equity in specified industry. Currently, this topic is an exciting interest among hotel marketers, investors and also academicians. Moreover, hotel brand equity is an important brand management to enhance competitive advantage and hotel brand success in the hospitality industry that is the most important both short and long run for business. This paper will study the concepts of customer-based brand equity that refers to customer perspectives and responses to hotel brand name. The aims of the study are to review various literature and empirical studies in the area of brand equity for clarification how important of brand equity in the hospitality industry.

**Keywords:** brand equity, brand management, hotel brand, hospitality management, hotel industry

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