

A TEXTBOOK OF TOURISM MARKETING

Anurag Kothari
Prof. (Dr.) Smita Mishra





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CONTENTS

Chapter 1. Introduction to Concept Tourism Marketing and Management.....	1
— <i>Smita Mishra</i>	
Chapter 2. Exploration and Understanding the Marketplace and Customer Needs	9
— <i>Smita Mishra</i>	
Chapter 3. Investigation of Building Profitable Customer Relationships in Tourism Marketing	17
— <i>Smita Mishra</i>	
Chapter 4. Exploration of Service Management Concept for the Tourism Industry	25
— <i>Smita Mishra</i>	
Chapter 5. Analysis and Determination of the Marketing Environment in Tourism Marketing	34
— <i>Smita Mishra</i>	
Chapter 6. Exploration of Generational Marketing in Tourism.....	42
— <i>Smita Mishra</i>	
Chapter 7. Exploration of the Role of Marketing in Strategic Planning	50
— <i>Smita Mishra</i>	
Chapter 8. Analysis of Marketing Planning and Control in Tourism	58
— <i>Smita Mishra</i>	
Chapter 9. Investigation of Consumer Markets and Consumer Buying Behaviour.....	66
— <i>Smita Mishra</i>	
Chapter 10. Exploration of Organizational Buyer Behaviour of Group Market	75
— <i>Smita Mishra</i>	
Chapter 11. Investigation of Market Segmentation, Targeting and Positioning in Tourism Marketing	83
— <i>Smita Mishra</i>	
Chapter 12. Analysis of Market Positioning and Positioning Strategies.....	91
— <i>Smita Mishra</i>	
Chapter 13. Investigation of the Process of Facilitating Products in Tourism Management	99
— <i>Smita Mishra</i>	

CHAPTER 1

INTRODUCTION TO CONCEPT TOURISM MARKETING AND MANAGEMENT

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ABSTRACT:

The dynamic discipline of tourism marketing and management includes the operational supervision and strategic marketing of tourist sites. The objective is to create experiences that are memorable, sustainable, and attractive in order to draw in and please visitors. This entails a fusion of modern digital tactics and conventional marketing methods, customized to the changing tastes of tourists from across the world. A destination's cultural, ecological, and recreational elements are enhanced by effective tourist marketing, which draws attention to these distinctive features. However, management makes sure these resources are used effectively, striking a balance between the needs of tourists and environmental preservation. For tourist sites to be sustainable and successful over the long run, management and marketing must work together.

KEYWORDS:

Digital Strategy, Destination Management, Tourist Experience, Tourism Marketing, Sustainable Tourism.

INTRODUCTION

One of the most crucial managerial tasks is marketing. the methods and approaches for promoting goods and services via marketing. The ability to analyze, plan, coordinate, and execute different strategies to achieve a customer's needs and the company's goals is the focus of marketing management. In the very competitive tourist industry, you would want to grow your clientele and increase your market share. It's important to keep in mind that selling dreams is just as important in the tourist industry as selling services. You need to be well prepared to do the task while keeping in mind the goals of both your company and its clients. A solid grasp of marketing management [1], [2]. This is exactly the topic that this class will cover. It will provide you with an introduction to the idea of marketing, how it's used in the tourist industry, the subtleties of marketing operations, pricing schemes, advertising, distribution methods, and customer relationship management. As an economic endeavor, business is conducted largely with the intention of making a profit.

An organization offers products and services to customers. If there is no market for the products produced, any firm would be worthless. The effectiveness with which goods and services are provided to clients determines a company's ability to succeed. A multitude of tasks, including product design, packaging, warehousing, shipping, branding, promotion, pricing, and selling, are necessary to get the items in front of customers [3], [4]. Marketing, then, is the collective term for all those actions that control the flow of products and services from producers to consumers. Most people don't understand marketing and mistake selling for marketing. Some see parallels between selling, pricing, and advertising and marketing [5], [6]. It is important to remember that marketing encompasses far more than just product sales, advertising, and promotion. In actuality, marketing includes selling, packaging, promoting, and price. Creating

and stimulating customer wants as well as directing the flow of products and services from producer (one who creates) to consumer (one who uses) throughout the distribution process are all included in the broad word marketing.

"The performance of business activities that direct the flow of goods and services from producer to consumer or user" is how the American Marketing Association defines marketing. Nonetheless, marketing is defined as "the management process responsible for identifying, anticipating, and satisfying customer requirements profitably" by the British Institute of Marketing. "Creating, providing, and freely exchanging goods and services of value with others is how people and communities get what they need and desire via the social process of marketing [7], [8]. According to Phillip Kotler, marketing is a continuous process that involves identifying and translating customer needs and desires into goods and services, generating demand for these goods and services, satisfying the customer's demand through a network of marketing channels, and growing the market base in the face of competition. In its most basic form, marketing is the act of facilitating voluntary exchanges between producers and consumers.

business and its goods. "Systematic and coordinated execution of business policy by tourist undertakings, whether privately or state-owned, at the local, regional, national, or international level to achieve optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return," is how Krippendorff defines marketing in the tourism industry. One way to define tourism marketing is the practice of facilitating voluntary interactions between travelers and businesses: travelers looking to purchase goods and services and businesses providing those goods and services.

For instance, marketing for tourism includes tasks like creating, advertising, and selling trip packages. Another way to think about tourism marketing is as a process that starts with figuring out what the requirements of visitors (or customers) are and how to meet those demands with an appropriate product or service (like a tour package). Upon examining the aforementioned definitions of marketing, it is evident that tourist marketing is not an independent field; rather, it adheres to the fundamental marketing concepts that have been established and The effectiveness of the marketing of the goods and services determines the success of any sector of the travel and tourist business [9], [10]. Since the tourism sector is one of services, marketing services differs from marketing most other things since experiences are being offered rather than physical goods.

The goal of tourism marketing is to identify the requirements of prospective travelers and meet those needs by providing a relevant product. We shall touch on a few aspects of tourist items in this section. The methodical examination of information pertinent to many facets of marketing is known as market research. It assists in determining the demands of the clientele. It entails researching various marketplaces and clientele, including their inclinations and likes, as well as what they are likely to purchase and when.

It is the methodical gathering of data on the supply and demand for a proposal or a product. Determining the demands of the consumer is crucial, particularly for the travel industry. In order to provide a product that meets their demands, companies in the tourism industry must thus have information on their prospective customers, including their demographics, places of origin, preferences, and so forth. An organization may provide a product that can be successfully offered in the market with the aid of this knowledge. The goals of product planning and development are to determine client requirements, create new goods, and enhance current products to satisfy those demands.

A country's whole collection of tourist attractions, including its natural beauty, climate, history, culture, transportation, lodging, and entertainment, makes up its tourism product, which is a composite product. Market research data may be used by organizations to revamp their current product offerings. For instance, a certain set of travelers may be given a new trip package. The practice of finding groups of consumers with distinct demands or requirements within a whole market is known as segmentation. Potential customers' socioeconomic, lifestyle, and motivational traits are identified, analyzed, and categorized into usable groups for the purpose of launching advertising and promotional activities. Tourism organizations may better tailor their goods to the demands of certain segments by using segmentation to aid with product creation and offering. When a travel company creates vacation packages just for religious travelers, for instance, it is catering to a certain market niche.

DISCUSSION

A marketing manager must exercise extreme caution while using these four controls in order to meet organizational objectives. The success of an organization depends on how well its marketing mix is designed. Every one of the four Ps has several significant sub-elements. The core of the marketing mix is the product, which highlights its distinctive qualities. Pre- and post-sale services, as well as the client pleasure they yield, are also included. A product's value is shown by its price. A competitive price coupled with required quality will attract clients. Place describes the location and the time. It refers to actions made by the company to increase the product's availability and accessibility to the intended market. Lastly Promotion discusses ways to increase sales via a range of initiatives, including sales promotion, personal selling, and advertising. In the tourist industry, employees' performance is crucial since they provide services to clients.

When providing services that are visible to visitors, the conduct and demeanor of the staff at a hotel, ride-sharing company, or travel agency are crucial. They are crucial to achieving client happiness. All services, especially those related to tourism, have one thing in common: they are concrete, observable, and manageable components of any service industry. Physical proof may be utilized to set the service apart from rivals and create a strong connection in the minds of visitors. This component has to do with how any organization that is associated to tourism looks both inside and out. Customers at a restaurant, for instance, would seek for sanitary cuisine in addition to the establishment's outside and interior design. "The internal forces and factors that affect the company's ability to develop and maintain successful transactions and relationships with the company's target customers" is what Philip Kotler refers to as the "marketing environment."

The elements outside of an organization that either directly or indirectly affect its marketing operations are referred to as the "marketing environment" by Skinner. These forces include competition, regulations, politics, society, economic circumstances, and technology. The term "marketing environment" describes all of the elements that make up a setting and have an impact on how a business unit operates. The macroenvironment and microenvironment are the two categories used to categorize the whole marketing environment. Different individuals value different things in their travel places. For instance, although some people appreciate athletic facilities, others may value socializing and going out on the town at night. Leisure and pleasure travel may evoke a variety of complex and often inexplicable human feelings and motivations. Nonetheless, the reasons for traveling are linked to each person's desire to travel. The elements known as motivators seem to validate people's intentions behind their behavior and may also provide an explanation for why people behave in certain ways. Since they are innate and result from needs and desires, they may be related to the inner thoughts, sentiments, and emotions of people.

Both conscious and subconscious motivators may be found, and they are often ingrained in a person's brain. In situations when individuals are forced to travel, tourism planners, developers, and promoters must determine the reasons behind people's travel decisions. What encourages them to take a vacation there? It is evident that some human needs are met by tourism. Serving tourists is the tourism industry's primary duty. All sectors must have favorable ties with one another for it to succeed. It is envisaged that the excellent experiences of individual tourists would result from this cooperation among tourism service providers.

If travelers couldn't move quickly and effectively between destinations, the tourism industry would not be as strong as it is now. -This is made feasible via transportation. There are three types of transportation that tourists may choose from: air, sea, and land. Three categories of transportation needs may be distinguished for tourists: travel from their place of origin to the host nation (destination) and back; travel between host destinations when visiting several locations; and travel within host destinations.

Typically, air travel is used to go to far-off places. Travelers may choose to drive, take the train, or sometimes go by boat for shorter distances. Air travel is an option for getting between the host locations, albeit how practical this is may depend on how far away they are from their home country. Within host destinations, a variety of transportation options are often used. Travelers often want to try out various modes of transportation since they typically add color to their trip experience. Unusual modes of transportation are available in many nations, such as rafting, punting, jet-boating, monorails, cable cars, and funicular railroads. These substitute modes of transportation are fascinating in and of themselves. For example, the Emirate of Dubai is now assessing the development of a hyperloop system as a quick transportation option that would cut down on travel times for both inhabitants and visitors. The future passenger and freight transportation system of the hyperloop is a vacuum-sealed pod system. Proponents claim that this cutting-edge technology has the potential to travel at almost supersonic speeds.

It is anticipated that transportation service providers will function independent of the quantity of people engaged, therefore both scheduled and chartered tour arrangements may have set itineraries. With the exception of chartered services, scheduled services often accommodate stranded customers during disruptions or emergencies. The cost is the primary distinction between chartered and scheduled services. The bulk of travelers who would rather plan their long-distance journey ahead of time often choose scheduled transportation for this reason. This is the situation when the chosen mode of transportation follows a set schedule. As such, the planned flights will go as planned, no matter how many there are. The majority of scheduled air travel worldwide is carried by national airlines, sometimes referred to as legacy carriers, flying the flags of more than 100 countries. Legacy airlines include, among others, American, Delta, United, Air Canada, Aero Mexico, British Airways, Lufthansa, and Qantas.

Since several of these flag carriers may have begun operations in the first part of the twentieth century, they have a lengthy history. They could also be regarded as full-service airlines, especially when they provide in-flight entertainment on lengthy flights. Usually, they have a large and diverse fleet with a wide variety of aircraft. Since these airlines serve both local and foreign locations, they often have a large route network. Short- and medium-haul flight outsourcing to regional airlines is becoming common among legacy carriers.

As they developed and improved many of the amenities on board their aircraft, such as the in-flight entertainment that customers enjoy while traveling, legacy airlines began to differentiate their offering. In addition to providing a wide range of upscale travel options, some heritage airlines also have airport lounges. They provide these services while working with other airlines. The idea behind low-cost carriers (LCCs) is to create demand by offering inexpensive

rates. High efficiency in all areas of the company is necessary to achieve cheap costs. The following are the main elements of the LCC business model: high aircraft utilization; the use of a single kind of aircraft; and no extras, such as business class accommodation or in-flight entertainment.

The inside of the cabin could not have all the amenities, such as seat-back TV displays, reclining seats, or blinds. To boost income, some airlines can decide to run advertisements within the cabin. Typically, the cost of meals and drinks is paid in whole. In addition, LCCs sometimes reduce expense by operating to and from farther-flung airports (where access fees are often cheaper). The term "frills" is sometimes used by certain airlines to refer to basic amenities and services. For instance, a no-frills airline could charge its customers extra for things like priority boarding, baggage check-in, or utilizing airport check-in counters. Because they don't print their own tickets, LCCs are able to keep expenses low. Online check-in is also recommended for passengers. In addition, low-cost carriers (LCCs) have the policy of not allowing cancellations and may not provide reimbursements for canceled flights, therefore they may be severe about no-show passengers. Figure 1 shows the tourism market target.



Figure 1: Represents the tourism market target [11].

The procedures used by LCCs are maintained as clear-cut as basic as feasible. Typically, they only fly one kind of aircraft. In this manner, specialists in a particular kind of aircraft include engineers, mechanics, pilots, flight attendants, and operations staff. This eliminates the need for expensive crew retraining to operate several aircraft types with unique requirements and for keeping a large parts inventory. While ferries provide an essential mode of short-distance water transportation for automobiles and people, cruises are intended mostly for leisure. On several routes, short-sea (ferry) boats have also recently attained unprecedented levels of comfort and speed. While new modes of water transportation, such as hovercrafts, jet foils, and twin-hulled catamaran ferries, have been created, technological advancements have also contributed to a decrease in high operating costs. Line voyage services are those that provide port-to-port passenger transportation instead of cruise-based transportation. Liner ships are

those that service these routes. Marco Polo is one of the cruise ships that was formerly an ocean liner. But they're not being used as much. Queen Mary 2 of the Cunard fleet is the sole operational transatlantic ocean liner. She also provides important services like cruises and has all the comforts of a modern cruise ship. A cruise ship, sometimes known as a cruise liner, is a passenger vessel used for leisure travel. The experience of the journey, together with the ship's facilities and several ports of call, is combined into one package.

Cruising is done for many reasons than only transportation. As a matter of fact, a lot of cruises (referred to as closed-loop cruises) actually take guests back to their starting port, with the ports of call often being located in a certain area of the continent. Automobiles are a common form of transportation and may be hired or privately owned.

The rising number of people owning private vehicles has altered travelers' behavior. For example, fly-drive packages have been tailored to meet the demands of travelers who want to drive themselves. In order to provide services like rental locations at most airports, rent-it-here, leave-it-there (also known as one-way rentals), free global reservation services with no cancellation fees, chauffeur-driven services in many countries, and special "unlimited mileage" plans, car rental companies frequently work in conjunction with airlines. Furthermore, taxi services are offered in every major city throughout every continent.

In response to these advances, the hotel and catering industries-built motels, hotels, roadside cafés, and restaurants along transportation routes because they were easily accessible. Historically, lodging has been built next to important thoroughfares, especially at intersections. Hotels were subsequently built next to airports and railroads. The lodging, which is located near to important thoroughfares, is intended to cater to travelers, or those who are in route to another location. On vacation, however, most visitors will prefer to remain as close as possible to the main hubs of tourism (e.g., along the coast, in the mountains, in small villages, near health spas, or in large cities). If the sea is the main draw, visitors will want to stay as near the water as they can. For instance, hotel visitors could be prepared to pay more for a room that faces the sea. It is possible that business travelers may need lodging near their place of work. Although location is usually seen as the most essential aspect when it comes to an accommodation unit's profitability, other variables like pricing and amenities are also thought significant in the hospitality industry.

The cost may be a deterrent for many vacationers. Occasionally, it could also impose limitations on the selection of lodging. A lot of visitors have tight budgets. They could thus just take into account lodging that they can afford, or that falls within their price range. One other important component of the hospitality offering is the size of the hotel facility. Big hotels are seen by some as being cold and impersonal. As a result, they can decide to use smaller units. Some people may believe that bigger hotels are more likely to provide a minimum level of service that is guaranteed. In addition, hotel facilities may be a crucial factor for visitors, especially business travelers who might need certain specialized services. Large hotel chains and other companies in the lodging industry have grown along with mass travel. This growth has been made possible via franchising, wherein a growing number of independent franchisees are running hotels and motels under the parent firms' brands in exchange for royalties. This kind of growth has been implemented successfully all over the globe as chains cooperate closely with major tour operators, promote widely, and sell their goods more aggressively. They tend to be more visible in the business than their market share would imply, and in addition to having their own websites, they provide an efficient distribution network connected to GDSs.

To cater to a broader range of consumers, top chains in the industry have often diversified their brands in terms of both pricing and image. International hotel companies continue to dominate the world market for lodging. Their approach is to The creation of low-cost hotels has been a recent trend among hotel corporations. For instance, Accor Hotels introduced the ultra-budget chains "Formule 1" and "Ibis Budget" in mainland Europe, taking advantage of the gap in this market. Conversely, some have made low-cost brands like B&B hotels (like Britain's Premier Inn) more well-known. These really cheap hotels have automated many of its services and created a unified design in order to save expenses. Extremely low-cost hotels, such as Easyhotels, provide extremely basic, often tiny rooms. TVs (at an extra cost) and compact showers and toilet cabinets could be available in the rooms. They may not have bedside lamps or even wardrobes, however. They often charge for cleaning services, and they may not have bars or common spaces. Sales take place only online, and properties may not be advertised. Furthermore, wholesalers like tour operators and travel agencies do not get any discounts.

Consortia are groups of independent hotels that often come together to counterbalance the distribution powers of major chains. This has happened a lot in the world of hotels. This tactic strengthens the group's marketing position even though it could let them take advantage of economies of scale, such bulk buying. They may enhance their dissemination by using a single website thanks to it. Travel search engines are among the websites of other top vendors that consortia may find useful. Some consortia may function on a national level, but many of the bigger ones, like Best Western Hotels and Resorts and Inter-Continental Hotel Group, operate on a worldwide basis. In an attempt to promote themselves more successfully both domestically and internationally, a few privately held hotels have even joined forces to form themed consortiums. In international marketing, Choice Hotels International, for example, has developed a powerful national brand.

When creating a specialized approach, this is a really suitable tactic. For instance, Grand Heritage Hotels, an American-owned consortium that is now attracting membership from highly regarded UK hotels, has an emphasis on luxury and prestige, whereas Small Luxury Hotels of the World concentrates on creating an image of high standards while attempting to provide a personalized service. Among the various specialized consortia in operation in the UK are Scotland's Personal Hotels, Pride of Britain Hotels, and Great Inns of Britain. It's possible that visitors might want to interact with and meet locals. They could get to know the culture of the nation they are visiting on a personal level. For this reason, people could decide to look for lodging in B&Bs or guesthouses. These types of lodging facilities are often managed by families and may accommodate both leisure and business travelers. In particular, B&BS provide a very significant service to the business by providing the warmth and informality that many travelers want. Many of these modest accommodations many of which don't have more than three bedrooms often host vacationers who are traveling by vehicle.

CONCLUSION

Tourism management and marketing are essential to the sector's expansion and long-term health. In order to attract visitors, marketing initiatives emphasize destinations' distinctive selling features and promote them via a variety of media. In the meanwhile, efficient administration guarantees that the flood of tourists is managed in a manner that optimizes their experience while maintaining the integrity of the location. It's difficult yet crucial to strike a balance between preserving sustainability and drawing visitors. Future trends indicate that digital tactics and sustainable practices will become more important, thus it will be necessary for industry experts to constantly develop and adapt. Tourism destinations succeed when marketing and management work together, which benefits local economies and communities.

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CHAPTER 2

EXPLORATION AND UNDERSTANDING THE MARKETPLACE AND CUSTOMER NEEDS

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ABSTRACT:

Effective company strategies are built on a foundation of market research and customer requirements analysis. Businesses may find market gaps, trends, and preferences by carrying out in-depth market research. Data collection and analysis on consumer behavior, demographics, and purchase trends are part of this process. Businesses may efficiently customize their goods and services to match client requests by having a thorough understanding of these components. Additionally, it supports the creation of focused marketing plans that appeal to certain clientele. Companies may improve customer happiness, cultivate customer loyalty, and get a competitive advantage in the market by being aware of client wants and market dynamics.

KEYWORDS:

Competitive Edge, Customer Needs, Market Research, Marketplace Dynamics, Targeted Marketing.

INTRODUCTION

The idea that human wants are fundamental is the foundation of marketing. A feeling of perceived lack is what drives human need. They include the fundamental bodily requirements of clothes, food, warmth, and safety as well as the social needs of pleasure, relaxation, and a sense of belonging. Individual demands for information and self-expression coexist with esteem requirements for status, notoriety, and acknowledgment. These requirements are innate to humans and were not created by marketers [1], [2]. Human desires, or the form that needs take as they are influenced by society and individual personality, is the second fundamental idea in marketing. People express their requirements via their wants. In Papua New Guinea, a hungry person requires food, yet they are partial to pig, taro, rice, and yams. In America, a hungry person needs food, but what they really want is a Coke, french fries, and a hamburger. Need-satisfying targets are used to characterize wants [3], [4]. A society's needs and desires grow as it does. Producers attempt to deliver more want-satisfying goods and services as consumers are exposed to more goals that pique their attention and want. Generic white wine was originally available for purchase by the glass in restaurants. Restaurants increasingly provide chardonnay, sauvignon blanc, and pinot grigio by the glass since their patrons are more affluent these days. Customers of today's restaurants need and anticipate a quality wine selection.

The \$625 billion restaurant business in the United States is dealing with a significant change in how consumers make meal purchases. Many customers prefer to dine at home, yet they still want the restaurant to prepare the dish. The 960,000 eateries in the country sell far over half of their meals as "takeout," which may be consumed at home, at work, in a vehicle, or anywhere else. Due to this significant shift in dining patterns, numerous restaurants have adjusted their deliveries and even their kitchen areas [5], [6]. The majority of American restaurants need to

be aware of this trend and prepare for it. Restaurants accounted for around 25% of American food expenditures in 1955, but by 2010 that number had risen to 49%. Many salespeople often mix up needs and desires. A drill bit maker can believe that a client wants a drill bit, but in reality, what the consumer needs is a hole.

These vendors have "marketing myopia." They are so enamored with their offerings that they neglect the fundamental demands of their customers in favor of concentrating only on desire. It eludes them that a tangible item serves only as an instrument to address a customer issue. If a new product meets the requirement more effectively or at a lower cost, these vendors run the risk of being sued. The buyer will then need a different product yet have the same requirement. Humans have little resources but almost limitless needs. They choose goods that provide the most value for their money. Demands are made when purchasing power is used to support them.

Excellent marketing companies take considerable care to discover and comprehend the requirements, desires, and needs of their clients. They carry out consumer analysis. A smart business also keeps its personnel, including the highest-ranking ones, in constant contact with its clients. For instance, every senior executive at Southwest Airlines helps with baggage, registers passengers, and works as a flight attendant once every three months. Every year, all Disney World managers work one week as front-line employees, doing tasks like selling popcorn, loading and unloading rides, and collecting tickets [7], [8]. Having a thorough understanding of the requirements, desires, and expectations of customers is crucial for developing marketing strategies. Although there is a beautiful and ancient opera theater in Santa Fe, New Mexico, very few people actually attend operas. According to Santa Fe Economic Development, Inc. president Catherine Zacher, "Most Americans don't enjoy being yelled at in Italian." They did, nonetheless, want different kinds of amusement. When the opera house hosted a range of musical performances, the desire for this cutting-edge entertainment caused all of the seats to be sold out. A market offering is a product that satisfies the requirements and desires of customers by combining physical, informational, experience, or service components. The term "product" is often connected to an actual object or one having physical characteristics Such as a hotel room or a steak we order at a restaurant.

Within the hotel sector, experiences and customer service rank higher on the intangible product hierarchy than actual goods. Resort managers are aware that their visitors will carry with them recollections of their visit. They make an effort to arrange events that will leave happy recollections. Every evening around sunset, administrators of a Ritz-Carlton resort put out chairs on the beach, engage a cellist to play soothing music, and give champagne to the guests. They understand that this experience will leave a lasting memory of their visit in addition to adding value for the visitor [9], [10]. At its properties in Newport Beach and Utah, Marriott offers water rafting excursions in addition to dolphin safaris. Marriott makes advantage of the local resources to provide visitors with experiences they will never forget.

A new class of luxury market offering for first class customers has been established by non-US airlines. In addition to standard first class, Lufthansa and Air France developed a customized first-class service. First-class guests who book in advance at Frankfurt Airport are entitled to a gourmet dinner and a private conference space for themselves and their business contacts. In addition to taking a bubble bath and smoking a cigar, they may be transported straight to the aircraft in a Mercedes or Porsche and embark via a different stairwell. The demand for this individualized service was so great that first-class ticket sales rose by more than 40%. The difference between the advantages a customer receives from owning and/or utilizing a product and the product's acquisition expenses is known as customer value. Both monetary and non-monetary costs are possible. Time is one of the main non-monetary expenses

for patrons of hospitality. Luxurious accommodations in Hong Kong, like the Shangri-La, don't anticipate long registration lines from "executive guests." They are shown to their room instead, where hot tea is waiting. The hostess completes each guest's registration. By delivering pizza, Domino's Pizza gives its customers convenience and time savings. Limited-service hotels give out a complimentary continental breakfast, which adds value for those who stay overnight. Increasing the product's value for the intended market is one of management's toughest tasks. Managers need to know their clients and know what adds value to them in order to do this. This is a continuous process since the market and competitors change over time.

Consumer expectations are shaped by knowledge about the market, their friends' views, and their prior purchasing experiences. Customers are happy when we live up to their expectations. It's important for marketers to establish realistic expectations. If they have too low of expectations, they could please their current clients without drawing in any more. In the event that they set unrealistic expectations, customers will be let down. In the hotel sector, it is simple to establish high standards since customers can't evaluate the product until after they've used it. An proprietor could, for instance, promote that the seafood at their restaurant is the greatest in the city. Many clients may go unhappy if this isn't the case since their expectations weren't met by the encounter. However, there won't be any consumer demand if expectations are too low. We wouldn't want to promote, for instance, that we are just your typical seafood restaurant. It is essential that we comprehend the value we provide to the market and effectively convey this to both current and prospective clients. For instance, we may focus only on freshly caught fish from our area. The perceived ability of a product to give value in relation to a buyer's expectations determines customer happiness. The buyer is not happy if the goods does not live up to their expectations. If the customer is pleased, the performance meets their expectations. When performance meets or above expectations, the customer is happy. In order to satisfy clients, astute businesses make sure to only make promises they can fulfill and then exceed those expectations.

DISCUSSION

When individuals choose to fulfill needs and desires via trade, marketing takes place. The act of getting what you want from someone by giving them something in exchange is called an exchange. The activities done in marketing are aimed at creating and maintaining favorable exchange connections with target markets. The objective is to keep clients and expand existing business with the firm, not only to bring in new ones and make sales. Marketers aim to establish durable connections by continuously providing exceptional value to their customers. Marketing management may create a customer-driven marketing plan after it has a thorough understanding of the market and customers. Marketing management may be defined as the skillful process of selecting target audiences and establishing lucrative connections with them. The goal of the marketing manager is to create, provide, and communicate greater customer value in order to locate, attract, retain, and expand target consumers. The business must first choose its clientele. It does this by market segmentation the division of the market into client categories and target marketing, which involves choosing which segments to pursue. Increasing demand and attracting as many clients as possible are two common misconceptions about marketing management. However, marketing managers are aware that they are unable to meet every customer's need. They may not provide good service to any of the consumers they attempt to serve.

Rather, the business seeks to choose clients that it can successfully and economically service. For instance, McDonald's restaurants successfully target families, whereas Ritz-Carlton Hotels economically target wealthy tourists. The business must also choose how it will position itself in the market and serve its target clientele. A business's value proposition is the collection of

advantages or ideals it guarantees to provide customers in order to meet their demands. These kinds of value propositions set one brand apart from another. They respond to the query from the consumer, "What makes your brand better than a competitor's?" Businesses need to create compelling value propositions that provide them the biggest competitive edge in their target markets. One of the most ancient theories that directs salespeople is the production notion. The production idea states that because customers would choose readily accessible, reasonably priced goods, management should concentrate on increasing the effectiveness of production and distribution. The issue with the production idea is that management might lose sight of the client because they are too preoccupied with production systems.

A guest was lodging at a hotel with a stunning view of Lake Geneva in the Swiss Alps. There was an outside balcony in the dining room where guests could take in the beauty of the surroundings. A summer day started with breakfast on the veranda was ideal. The balcony was a hassle for the hotel but a huge asset for the visitor. The balcony was the farthest point from the kitchen since it was situated at the edge of the dining room. The dining room had to be the source of all supplies since there were no service stations close to the balcony. The balcony had a single entrance, making access difficult. It was inefficient, to put it simply, serving clients on the balcony. By leaving the tables unset, the hotel dissuaded patrons from dining on the balcony. The waiter would give a distressed look to everyone who requested to dine on the balcony. After that, there was a fifteen-minute wait for the table to be set. The waiter vanished as soon as the meal was served and was never seen again. The hotel used this as a reminder to the visitor that eating is not permitted on the balcony. However, the hotel ought to have seen the balcony as a source of competitive advantage.

After regular meal hours, every reader has undoubtedly visited a typical production-oriented restaurant. Even though the restaurant is only three-quarters full, all of the patrons are compelled to congregate in one area, which leads to unneeded crowding and unsatisfied patrons. Usually, this is done to make cleaning easier or to let the wait staff to serve customers while requiring as little walking as possible. Another factor for a production mindset is the unionization of service personnel. Unionized hospitality employees often follow union labor standards, which might clash with the interests of the consumer. Similar to the manufacturing idea, the product concept is internally oriented. According to the product idea, buyers will choose goods with the best quality, functionality, and novel characteristics. This idea holds that a marketing strategy should be centered on ongoing product development.

Enhancement and quality control of the product are crucial components of most marketing plans. But having a narrow focus on the business's offerings might result in marketing myopia. In an attempt to meet their wants, consumers may resort to completely unrelated products—for example, fast food restaurants in student centers rather of cafeterias, or bed and breakfasts in place of hotels. A chain of restaurants called Victoria Station was known for its top-notch prime rib. It became a fifty-restaurant chain relatively soon after experiencing great popularity. The management concentrated on finding ways to improve the product while cutting costs. It calculated the ideal aging period for its meat. The lengthy cooking method preserved the fluids and prevented the rib roasts from shrinking. It became a well-known restaurant brand and had an amazing product. Regretfully, consumer preferences shifted, and red meat lost favor.

These shifts in the needs of its patrons were not met by Victoria Station. Although many of its patrons no longer want prime rib, it was still producing excellent prime rib. Instead of having a marketing focus, Victoria Station had a product orientation. As a result of a drop in customers, it ultimately had to file for bankruptcy. According to the selling principle, unless a company makes a significant effort to market and promote its items, customers will not purchase enough

of the company's goods. The goal of a selling focus is to close as many deals as you can, without considering your level of happiness or how much money you made from the transaction.

Because the selling idea places more emphasis on getting rid of what one has than on developing a product to satisfy the demands of the market, it does not foster a long-term connection with the consumer. When sales start to decline, restaurants often promote without first determining the reason for the decline. They don't strive to modify their goods to suit the shifting demands of the market. They push their items on the consumer by increasing promotion and offering coupons, which makes them sell more. They eventually go out of business as a result of their goods no longer meeting consumer demands.

Hospitality sector is among the more recent industries to embrace the marketing notion as a business strategy. According to the marketing notion, meeting the requirements and desires of target audiences and providing the needed satisfaction more quickly and effectively than rivals are essential to accomplishing organizational objectives. Surprisingly, specialized markets may still have openings even after providers become aware of the need. This is most likely because it is hard to get those who provide the products like wait staff in restaurants to behave differently. Readers of *Modern Maturity*, the magazine published by the American Association of Retired Persons (AARP), participated in a poll. Of those who responded, 59% said they ate alone at restaurants regularly, and 18% said they did so sometimes. Eighty-four percent of respondents said they would prefer not to have additional people at the table because of the worse treatment they get. Certain restaurants have designated spaces with circular tables specifically for solitary patrons, encouraging them to sit together. This gives patrons a chance to strike up a discussion with other patrons while also saving the restaurant on seats. There are deuces facing each other at other restaurants, which again encourages interaction if wanted. These eateries have developed a lucrative niche for themselves by valuing the lone diner. However, a lot of eateries still provide single diners inadequate service.

According to Marketing 3.0, marketers should consider customers as whole human beings with brains, souls, and spirits rather than just as consumers. Customers are searching more and more for answers to allay their concerns about improving the world. Both farmer markets and missionary tourism are expanding to help local food producers. Reusable towels are voluntarily used by hotel visitors, and sustainable hotel rooms command higher prices. Consumers are no longer aloof from one another or passive. TripAdvisor is an effective tool that people use to choose restaurants or accommodations based on other users' reviews. If a consumer feels that they have been treated poorly, they may vent their dissatisfaction on TripAdvisor.

In order to have a deeper understanding of marketing 3.0, it is important to consider three key factors that are influencing the business environment in that direction: the era of globalization, the age of creative society, and the age of participation and cooperation. Customers are becoming more human spirit-driven, collaborative, and culturally aware due to these three main factors. These are long-lasting and expanding forces. We believe that marketing 3.0 will emerge from marketing concepts. Astute managers will begin to shift to marketing 3.0. Social media has made it possible for consumers to interact and work together with businesses and each other. As part of their tenth anniversary celebration, JetBlue distributed hundreds of complimentary round-trip tickets while touring the east coast. You had to show up at a certain place with a certain present for JetBlue in order to get a ticket. It was a birthday card in one place and a blue item of apparel in another. The locations were tweeted to anyone who followed the hashtag "10JB" along with the city's abbreviation; for example, New York's hashtag was #JB10NY. Because of the conversation that the fans started because they were so excited about the possibility of receiving free flight tickets, JetBlue was able to rally thousands of fans.²⁹ JetBlue had a really clever campaign that generated goodwill among customers and media

attention. JetBlue's social media followers, who are devoted consumers, enabled this offer. What a lively and engaging way to commemorate JetBlue's ten years of service.

Social networking isn't always beneficial. When baggage handlers smashed Dave Carroll's guitar and no one at United Airlines appeared to care, he wrote the song "United Breaks Guitars." After he uploaded his song to YouTube, he had over 10 million hits in only two years. After seeing the video for the first time two years later, several viewers said that they would never fly United again. The amount of revenue that United lost as a result of some luggage handlers not treating customers' stuff with care will never be known. Customers may now publicly voice their complaints about a company's failure to treat them as whole human beings with minds and souls, and those complaints may go viral. This makes it even more important for marketers to treat clients with respect and try to find solutions to their issues. Figure 1 shows Customer needs levels [11].



Figure 1: Marketing and Customer needs levels [11].

Multinational corporations' workers are becoming closer via employee communities. Team members at Hilton Hotels are connected globally via the Hilton Hotels, H360 website. Colleagues exchange optimal methodologies, and Hilton cultivates a robust team atmosphere. Members of the team also take part in international competitions, showcasing their results via pictures and videos uploaded on the website. Social media is transforming the ways in which people interact, engage, and work together. The consumer now has great power. It is possible to harness consumer power and give them the ability to influence product design and development. These methods make constructive use of consumer power. consumer abuse, poor product quality, and a lack of service recovery make consumer power very harmful for businesses. Customer power, however, can be a very good thing if businesses treat their consumers with respect and provide superior goods. A trip to the halfway point of the globe can now be had for around \$1,000. An expanding middle class can afford to visit abroad. Understanding different people and their cultures is one of the benefits of travel. Studying abroad for a term in a nation where they are unfamiliar with the language and culture is one of the finest experiences hospitality students can have. Their lack of comprehension of the local customs and their incapacity to interpret instructions will cause them to make humiliating blunders often in this setting. Additionally, they will depend on locals to translate menus, directions, and other written and spoken language communications for them. After going

through this, they will handle foreign guests in their own hotels or restaurants with more consideration, decency, and understanding. The paradoxes of travel have also been encountered by travelers. They may be staying in an opulent hotel where the local affluent visit its restaurants, and only a few streets away in a cab, a ten-year-old beggar approaches them. Alternatively, they can walk past brothels where adolescent girls are sold by their parents who are in financial distress. Many consumers are more willing to do business with organizations that have developed and/or are engaged in initiatives that help social, economic, or environmental challenges in society after seeing these circumstances firsthand. Another effect of globalization is increased global connectivity. India may be the location of a contact center, which would save the company money but result in the displacement of labor from other nations. Global raw material prices are rising as China becomes more industrialized and utilizes more resources. The amount that Americans have to spend on eating out at restaurants decreases when gas costs rise, forcing them to spend money that was previously discretionary.

Companies may take to assist them adhere to the principles of marketing 3.0 throughout the article. For instance, fast-food chains will aim to make food that is higher in nutrients and use packaging that is more ecologically friendly. Ted Turner, the creator of CNN, is assisting the National Restaurant Association in creating a program to reduce waste and restaurant carbon footprints.

The amount of greenhouse gases created when fossil fuels are used for transportation, power, cooking, heating, and other purposes is known as a carbon footprint. Typically, it is expressed as carbon dioxide equivalent tons or kilos.³⁰ According to one energy provider, restaurants use the most energy of any retail establishment. Approximately 80% of the energy used in a restaurant is wasted as a result of inefficient food preparation, holding, and storage. An typical restaurant produces 490 tons of carbon dioxide year, which is a significant amount of carbon dioxide.

Businesses that can lessen their impact on the environment can improve the quality of life for their clients, staff, and community. This is about integrating values into company operations, not public PR. Customers' admiration of businesses that advance human welfare will lead to profit. The target audience for the business and the ways in which it will provide value for them are described in the marketing plan. Subsequently, the marketer creates an integrated marketing campaign that will provide target consumers with the desired outcome. By putting the marketing plan into practice, the marketing program cultivates client connections. It is made up of the company's marketing mix, which is the collection of marketing instruments the company employs to carry out its marketing plan. The four Ps of marketing product, pricing, location, and promotion are the broad categories into which the main marketing mix instruments are divided. The company must first develop a market offering (product) that meets consumer needs in order to fulfill its value proposition.

CONCLUSION

For a firm to succeed, market research and comprehension of client demands are essential. Businesses may better match their services with consumer expectations by using the insightful information that market research offers. This alignment encourages repeat business and loyalty in addition to raising client happiness. Additionally, by anticipating changes and modifying their tactics appropriately, businesses may keep a competitive advantage by understanding market dynamics. Continuous research and adaptation are crucial as markets get more complicated and as consumer tastes change. Businesses may attain long-term success and sustainable growth by putting the demands of their customers first and keeping up with industry developments.

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CHAPTER 3

INVESTIGATION OF BUILDING PROFITABLE CUSTOMER RELATIONSHIPS IN TOURISM MARKETING

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ABSTRACT:

In tourist marketing, cultivating lucrative client connections is essential to long-term success. This entails adding value for clients by attentive handling, outstanding experiences, and regular interaction. Tourism firms may cultivate repeat business and client loyalty by customizing their products to match individual requirements and preferences by using consumer data and feedback. Using customer relationship management (CRM) and digital marketing technologies well improves the capacity to engage with customers more deeply. Additionally, implementing loyalty programs and providing unique, memorable experiences can significantly enhance customer retention. In the cutthroat travel market, focusing on customer happiness and adopting sustainable practices are key components of establishing solid, lucrative partnerships.

KEYWORDS:

Customer Engagement, Customer Relationship Management (CRM), Loyalty Programs, Personalized Experiences, Tourism Marketing.

INTRODUCTION

The decision-making process involves determining the offer's pricing and the method of distribution to customers. It has to convey the offer to its target audience and convince them of its benefits (promotion). All of these marketing mix instruments must be combined by the company into a thorough, integrated marketing campaign that reaches targeted consumers and provides the desired value. The fourth and most crucial phase in the marketing process is developing lucrative customer connections [1], [2]. The first three steps in the process include analyzing the market and customer demands, creating a customer-driven marketing strategy, and creating an integrated marketing plan. It may use any one of the three tools for increasing customer value.³² The first mainly depends on enhancing the customer relationship's financial advantages. For instance, hotels provide room upgrades to regular visitors, airlines provide frequent flyer programs, and restaurants offer frequent diner programs [3], [4]. Even if these reward schemes and other cash incentives increase consumer preference, competitors may copy them with ease, therefore the company's product may not remain consistently distinct. Tiered programs were often utilized by frequency programs to promote visitors' preference for a single brand.

Adding social in addition to financial rewards is the second strategy. Here, staff members strive to strengthen their relationships with clients by getting to know each one's requirements and preferences before customizing and personalizing goods and services. They convert their clients from customers. Although they cannot remain anonymous to the organization, customers cannot remain nameless [5], [6]. Clients are treated individually as well as as members of bigger groups or the general public. Clients are attended to by the designated professional; customers are attended to by anyone happens to be present.³⁴ For instance, a waitress knows who is a returning customer and calls them by name. A salesman cultivates positive

relationships with their clientele. These two individuals have cultivated social ties with their clientele. This keeps the customer coming back, but it also implies that when that individual moves positions, the clientele will usually follow. Managers in the travel and hospitality industries strive to ensure that their most important customers have social ties to many members of the staff. Key clientele should be known by the general manager, front desk manager, food and beverage manager, convention services manager, banquet manager, and restaurant manager.

General Managers must to really make sales calls to important customers. If this is done, customers will feel less reliant on the salesman and will still know important individuals in the hotel when the salesperson goes. The third strategy for creating enduring customer connections is to provide social and financial rewards in addition to structural linkages. For instance, some airlines may send a limousine to take first-class passengers to the airport, while others have created lounges only for them [7], [8]. Elite status passengers on airlines are able to choose any seat, even exit rows, which are offered to non-elite status passengers at a higher cost. For its most devoted patrons, Sheraton created flexible check-in and checkout periods. Hilton is using technology to provide a customized welcome message on each visitor's TV. Implementing structural changes may be challenging, but once they are in place, rivals will find it more difficult to duplicate them and gain a competitive edge.

In contemporary marketing, customer relationship management, or CRM, is perhaps the most significant idea. CRM was previously only thought of as a kind of customer data management. According to this definition, it entails keeping meticulous records of specific customer information and managing client "touch points" with great care to optimize customer loyalty. Every opportunity a consumer interacts with a brand or product from firsthand experience to casual observation to personal or mass communications is referred to as a customer contact point. Reservations, check-in and check-out, frequent stay programs, room service, business services, fitness centers, laundry facilities, dining establishments, and bars are some of the contact points for a hotel. For example, the Four Seasons depends on high-end personnel who know how to cater to sophisticated business travelers, a staff that always calls guests by name, and at least one best-in-class facility like a top restaurant or spa all of which are examples of personal touches.

Touch points may sometimes be found in unexpected places, like consumer billing. Meeting organizers anticipate proper and timely invoicing. During a multiday meeting, going over the bill with the meeting planner may help establish a solid rapport and foster confidence. CRM makes efficient use of customized data to allow businesses to provide first-rate real-time customer support. Companies have the ability to personalize their market products, services, programs, messaging, and facilities by using the information they have about each valued consumer. CRM is crucial because the total worth of a business's client base is a key factor in determining its profitability.

Harrah's Entertainment is one of the pioneers in the use of CRM methods. A ground-breaking loyalty program was introduced by Harrah's Entertainment, Inc. in 1997 in Las Vegas. It gathered all customer information into a single warehouse and offered in-depth research to help the casino better understand the returns on its investments in its patrons. The Total Rewards system at Harrah's has been adjusted to provide near-real-time analysis: Based on the predictions, clients get incentive offers when they check into casinos, play slots, or purchase food. The firm now has over 40 million slot players, and it has identified hundreds of client categories from them. In only eight years, the firm almost doubled its portion of consumers' gaming expenses by tailoring offers to very narrow client groupings [9], [10]. Now-a-days, very few businesses still engage in actual mass marketing, which entails pitching to every

potential consumer in a uniform manner. The majority of marketers nowadays are aware that they don't want to build connections with every client. Rather, they focus on a smaller, more lucrative clientele. Knowing which consumers, you do not want and which ones you want is just as crucial. Picking consumers, you want to target also involves picking those you do not want to target, which is one of the most crucial marketing concepts. Chuck E. Cheese is a kid-friendly entertainment center that serves pizza and games. Chuck E. Cheese may be sluggish on Monday nights, but it would be useless to advertise a wine and pizza night for young couples since it has decided not to market to singles, couples, or families with older children in favor of targeting families with little children.

DISCUSSION

Customer profitability analysis is increasingly widely used by businesses to ignore or cull out losing clients and focus on rewarding successful ones. Preemptively eliminating potentially unproductive clients is one strategy. In a crowded restaurant, for instance, patrons who only order soup and salad on Saturday evenings will not make a profit since they are taking up dining space that might be used to increase the guest check. The restaurant will lose these clients if it sets a minimum fee per person, but it won't lose the more lucrative ones it is aiming for. Selective relationship management, or focusing on fewer, more lucrative clients, is the trend among businesses. Profitability analysis is increasingly widely used by businesses to identify lucrative clients to reward and cull out unproductive ones. Once successful clients are identified, businesses may entice them with special treatment and appealing offers in an effort to win their loyalty. Companies are now engaging in deeper, more meaningful relationships with their selected consumers in addition to selecting them more carefully. Today's marketers are using innovative, more interactive techniques that support the development of focused, two-way client interactions rather than only depending on one-way, mass-media messaging.

The methods in which individuals connect to one another have been significantly altered by new technology. Email, websites, blogs, mobile devices, video sharing, online communities, and social networks like Facebook, LinkedIn, YouTube, and Twitter are just a few examples of the new tools available for relationship building. The way that businesses and brands interact with consumers is likewise impacted by this shifting communications landscape. Marketers may now foster a feeling of community and stronger consumer participation around a brand thanks to modern communication strategies. But although the new technologies provide marketers with chances to cultivate relationships, they also pose difficulties. They provide customers more authority and control. Customers now possess a lot of information about companies and may express and share their brand opinions with other customers via a variety of venues. As a result, customer managed relationships as well as customer relationship management are now becoming accepted in the marketing industry.

Companies can no longer depend on marketing via intrusion when cultivating client relationships due to increased consumer control. Rather than interrupting customers, marketers should create market products and communications that include them. This is known as marketing by attraction. As a result, the majority of marketers today combine a variety of direct marketing strategies that encourage brand-consumer connection with their mass-media marketing campaigns.

For instance, a lot of firms are interacting with customers via their own or pre-existing online social networks. Companies now often put their current advertisements and made-for-the-Web movies on video sharing sites as an addition to their marketing efforts. They sign up for social media. Alternatively, they start their own blogs, online forums, or user-generated review platforms in an effort to communicate and engage with clients more personally. Consider

Twitter as an example. A wide range of companies have launched Twitter sites and campaigns, from JetBlue Airways and Dunkin' Donuts to the Chicago Bulls and NASCAR. With Twitter's more than 150 million registered users, they utilize "tweets" to engage in dialogue, solve customer service concerns, find out what the public thinks, and direct visitors to relevant websites, videos, competitions, and other brand initiatives. In a similar vein, almost every business these days has a Facebook presence. Starbucks has almost 7 million "fans" on Facebook. Consumer-generated marketing is becoming an increasingly important component of the new customer conversation, as customers take a more active role in influencing both their own and other brands' experiences. Uninvited consumer-to-consumer interactions on blogs, video-sharing websites, and other online forums may result in this. However, businesses are asking customers to be more involved in creating goods and messaging about their brands. Some businesses are encouraging clients to actively participate in creating advertisements.

PepsiCo and Southwest Airlines, for instance, have held competitions for user-generated advertisements that have shown on national television. But making use of user-generated material may be an expensive and time-consuming process, and businesses can struggle to extract any value from the clutter. For instance, Heinz sorted through more than 8,000 submissions after asking users to create their own ketchup advertisements on its YouTube website, posting about 4,000 of them. A few of the unprofessional advertisements were excellent funny and maybe even useful. But the majority were, at best, mediocre, and some were far worse. The aspiring director used Heinz's lotion to shave his face, wash his hair, and brush his teeth in one advertisement. Whether requested by marketers or not, consumer-generated marketing has grown to be a powerful marketing tool. With the abundance of user-generated content available on blogs, websites, and videos, customers are increasingly influencing their own brand experiences. Customers are speaking out more about brands and having a greater voice in everything from price and distribution to product design, use, and packaging. Today's marketers understand that they are not alone when it comes to developing great customer connections and adding value for their customers. They have to collaborate closely with many different marketing partners. Marketers need to be adept at partner relationship management in addition to customer relationship management.

Significant shifts are taking place in the ways that marketers collaborate with both internal and external partners to provide consumers with more value. Additionally, there are changes taking place in the ways that marketers interact with their rivals, channel partners, and suppliers. Today's businesses are largely networked and significantly dependent on alliances with other businesses. Food wholesalers, caterers, bakers, office supply firms, and other suppliers of goods the business need to run its operations are some of its partners. The term "supply chain" refers to a path that starts with raw materials and ends with completed goods that are delivered to customers. For instance, fisherman, seafood processors, those who carry seafood from Southeast Asia to distributors, distributors themselves, and the eatery that serves the food make form the supply chain for a seafood diner.

Numerous businesses nowadays are fortifying their relationships with partners along the supply chain by means of supply chain management. They are aware that their success depends on more than simply their performance. The effectiveness of their overall supply chain in comparison to that of their rivals' supply networks determines their ability to forge successful client connections. These businesses handle suppliers more than simply as vendors.

They handle both as collaborators in providing value to the consumer. It is essential that foodservice providers be seen as collaborators and contribute to the restaurant's increased profitability. Building connections with customers via the creation and provision of better customer value is the focus of the first four phases in the marketing process shown in Figure 1.

Getting value in return in the form of sales, market share, and profits both present and future is the last stage. The company generates very pleased consumers who remain loyal and make additional purchases by providing outstanding customer value. More long-term gains for the company follow from this. Here, we talk about the results of adding value to the customer: customer equity, market and customer share, and customer loyalty and retention. More than one sale is lost when a client is lost. It entails losing the lifetime of purchases that the client would have made from you. Here is an eye-catching example of client lifetime value (LTV).

Every time he notices a disgruntled client, Stew Leonard, the owner of a very successful four-store grocery chain in Connecticut and New York, claims to see \$50,000 flying out of his shop. Why? because his typical client spends around \$100 a week, visits the store fifty times a year, and stays in the neighborhood for roughly ten years. If this client leaves Stew Leonard's grocery due to an unpleasant encounter, the company will lose \$50,000 in sales. If the dissatisfied client tells other customers about their negative experience and leads them to defect, the loss might be even higher. Stew Leonard's has turned their shop into what the New York Times has called the "Disneyland of Dairy Stores," replete with animatronics, a petting zoo, regular entertainment, and dressed characters to keep customers coming back. Ever since its modest beginnings in 1969 as a tiny dairy shop, Stew Leonard's has expanded at an astounding rate. The original shop, which currently serves over 300,000 consumers per week, has had 29 expansions erected to it. This horde of devoted customers is mostly attributable to the store's enthusiastic attitude to customer service. Effective customer relationship management goes beyond only keeping loyal customers in order to boost lifetime value (LTV); it may also assist marketers get a larger portion of the customers' purchases within their product categories. As a result, eateries want to increase their "share of stomach," while airlines seek to increase their "share of travel." Businesses may provide their present clientele more options in order to get a larger portion of the market. For instance, a coffee shop might introduce smoothies and enhance the range of flavored teas it offers. Alternatively, companies may develop strategies to upsell brewed coffee to blended beverages and/or cross-sell pastries and other snacks in order to promote more goods and services to their current clientele.

We now understand how crucial it is to build and retain our consumer base in addition to bringing in new ones. This is how one marketing strategist puts it: "Value that originates from customers, both present and future, is the only value your business will ever create." A company cannot exist without its clientele. Businesses need to take good care of their customer equity. Customers ought to be seen as assets that need to be maximized and controlled. However, not every customer not even the most devoted ones make a wise investment. It may surprise you to learn that some disloyal clients may be lucrative while other faithful customers might be unprofitable. Which clients should the business want to obtain and hold on? Customers may be categorized by prospective profitability, allowing the business to manage its interactions with them appropriately. Four relationship types are defined by one categorization scheme: strangers, butterflies, genuine friends, and barnacles. These groupings are based on expected loyalty and possible profitability.⁴⁷ Different relationship management techniques are needed for each group. For instance, "strangers" have low predicted loyalty and poor prospective revenue. Their requirements and the company's offers don't really match. For these clients, the relationship management approach is straightforward: Make no investments in them.

Although they could be lucrative, "butterflies" are not devoted. Their requirements and the products and services offered by the organization are well matched. But much like actual butterflies, we can only enjoy them momentarily before they go. An example would be stock market investors who trade shares often and in big quantities, but who prefer to shop around

for the best prices rather than establishing a consistent business connection with a single brokerage house. Seldom are attempts to turn butterflies into devoted clients successful. Rather, the group need to enjoy the butterflies for the time being. It needs to establish lucrative and fulfilling interactions with customers in order to win as much of their business as possible in the little period of time that they spend with the firm. After then, it ought to stop making investments in them until the next cycle.

"True friends" are loyal and successful at the same time. Their requirements and what the firm offers are a good match. The company's goal is to consistently engage in these relationships in order to satisfy these clients and help them develop, stay, and expand. Its goal is to transform genuine friends into "true believers," people who visit the business often and recommend it to others. Barnacles" are very devoted but not particularly successful. Their requirements and the products offered by the firm don't really match. Smaller bank clients are one example; they consistently bank with banks but do not make enough money from their accounts to offset account maintenance expenses. Similar to barnacles on a ship's hull, they generate drag. Perhaps the most difficult clients are barnacles. It may be possible for the business to increase profitability by increasing sales, increasing fees, or cutting down on services. Nevertheless, they need to be "fired" if they are unable to turn a profit. This brings up an essential point: diverse client categories call for diverse approaches to relationship management. Developing the proper connections with the right clients is the aim.

The customer's needs and satisfaction are the center of the service culture. The development of a service culture must originate at the top and work its way down. A service vision need to be part of the corporate objective. Employers want to seek for candidates that possess a customer service mindset and then work with them to teach the idea of service. The result of these efforts is a workforce that serves consumers. This chapter's introductory narrative, about the Ritz-Carlton, is a nice illustration of a business with a service culture. Employees at Ritz-Carlton are trained to take ownership of the customer's request. When a visitor asks for towels at the front desk, housekeeping is not the first person they speak to. The person working at the front desk takes the request. Next, she'll give housekeeping a call. But her participation doesn't stop there. In ten minutes, she will follow up with housekeeping to confirm that the towels arrived. whether so, she will give the visitor a call to see whether they received the towels and to see if there is anything else she can do to help. The Ritz-Carlton culture instills in its staff the expectation that they will give excellent service to guests and equips them with the resources and assistance they need to do so. As a result, the managers act as examples for the clients. Figure 1 shows Represents Building profitable relationship levels.



Figure 1: Represents building profitable relationship levels [11].

Intangible goods, as contrast to tangible goods, cannot be seen, tasted, touched, heard, or smelled prior to purchase. Products in the travel and hospitality industries are purely experiential; we don't know how good a thing is unless we use it. A diner in a restaurant won't realize how delicious the food is until after they've eaten it. Similar to this, a family arranging a trip won't know whether their resort selection and location were appropriate decisions until after their trip has taken place.

We just carry away the memories of our encounters when we use experiential items, according to one conclusion. Realizing this, Marriott Vacation Clubs International has worked hard to provide guests with unforgettable experiences. Marriott is aware that a family vacationing at their Mountainside Resort in Utah may make lifelong memories from a white-water rafting excursion. The family will want to go back because of the enjoyment they had while white-water rafting and their other resort experiences. Because of this, the employees at Mountainside Resort are aware that they have a duty to advertise both the resort and the destination's events. Other options help you make memories. It may be the unexpectedly thoughtful attention a staff member shows a visitor, or it might be champagne and music on the beach at dusk. provide proof that will enable them to assess the service.⁷ We refer to this procedure as giving concrete proof. The physical setting of the service provider, staff attire, and promotional materials all contribute to the tangibilization of service. Promotional materials for hotels often include images of the hotel's lobby, guest rooms, and conference spaces. To aid the meeting planner in visualizing the meeting space, it will also provide floor diagrams of the venue, complete with room capacity for various settings. These days, websites providing this information have taken the role of print bundles with rich content.

CONCLUSION

The study of tourist marketing's lucrative customer connection development highlights the significance of a customer-centric strategy. Businesses in the tourist industry may increase client satisfaction and loyalty by recognizing their requirements and meeting them with tailored services and focused marketing campaigns. Successful relationship management and Communication are facilitated by the usage of CRM systems and digital marketing platforms. Loyalty plans and distinctive experiences are essential for keeping clients and promoting return business. These partnerships are further strengthened by ethical and sustainable business methods, which guarantee long-term success. Focusing on creating and sustaining solid client connections will continue to be a crucial tactic for success and expansion as the tourist sector changes.

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CHAPTER 4

EXPLORATION OF SERVICE MANAGEMENT CONCEPT FOR THE TOURISM INDUSTRY

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ABSTRACT:

In the travel and tourism sector, service management is all about providing excellent experiences that either match or beyond client expectations. This idea includes organizing, carrying out, and continuously improving the procedures involved in providing services. Important components include interacting with customers, educating employees, and integrating technology to improve service effectiveness. Coordination of every step of the customer journey, from booking to follow-up after the visit, is ensured by effective service management. Tourism firms may stand out in a crowded market, promote good word-of-mouth, and cultivate client loyalty by putting a high priority on service quality. In keeping with contemporary customer ideals, the service offering is further enhanced by the incorporation of cultural sensitivity and sustainable methods.

KEYWORDS:

Customer Journey, Service Excellence, Service Management, Staff Training, Technology Integration.

INTRODUCTION

In a service-oriented firm, the service is created via interaction between the frontline staff and the client. In turn, the abilities of frontline service personnel and the support systems that enable them determine how well people interact. As a result, both clients and staff are the center of attention for successful service businesses [1], [2]. They comprehend the relationship between employee and customer pleasure and the profitability of service firms the service profit chain. T Job applicants are informed by Bill Marriott that the hotel chain seeks to meet the needs of three parties: investors, workers, and consumers. He queries the sequence in which the groups should be fulfilled, despite the fact that each group is significant. Most applicants believe that the client should come first. But Marriott thinks in a different way. Employee satisfaction has to come first. Employees that are passionate about what they do and who take pride in the hotel will provide excellent customer service [3], [4]. Customers that are happy will visit the Marriott again and again. Dealing with pleased clients will also increase staff satisfaction, which will lead to better service and more repeat business all of which will provide a profit level that will delight Marriott investors. More than simply the conventional four Ps of external marketing is needed for service marketing; internal and interactive marketing are also necessary.

Internal marketing requires the service provider to efficiently teach and inspire all of its customer-facing staff members as well as all other support staff members to collaborate in order to satisfy customers. Everyone in the company has to put customer orientation into practice if it is to continuously provide high-quality services. Having a marketing department that engages in conventional marketing while the rest of the business pursues its own agenda is insufficient. Everyone else in the company has to be a marketing practitioner as well. Actually, internal marketing ought to come first [5], [6]. It might be costly to neglect internal marketing.

According to research conducted on thirty-three hotels, turnover costs for employees in complicated occupations averaged almost \$10,000 per employee. Service providers often lament how hard it is to set their offerings apart from those of rivals. Customers are more concerned with pricing than with the supplier to the degree that they perceive the services of various providers to be comparable.

Creating a unique product is the answer to pricing competition. Innovative elements that distinguish one company's offer from its rivals may be included in the offer. Airlines have implemented several innovations, like the ability to access the Internet during flight and seats that can be converted into flat beds. British Airways provides hot showers, cooked-to-order meals, and sleeping compartments for its foreign passengers. Regretfully, it's easy to copy most service advances. However, a service provider that innovates often tends to reap a series of fleeting benefits and cultivates a reputation for innovation that may help it retain clients who want the best.

There are three ways that service providers may set themselves apart from the competition in the service delivery space: people, place, and procedure. The business may set itself apart from the competition by hiring more competent and trustworthy customer care representatives or by creating a better physical space for the provision of the service product. It is able to create an excellent distribution system [7], [8]. Service providers may use branding and emblems to set themselves apart from the competition. For instance, the golden arches of McDonald's are a well-known emblem, and well-known companies like Sofitel, Shangri-La, and Hilton. Delivering consistently better quality than its rivals is one of the main ways a service company may set itself apart from the competition.

A physical product like a vehicle may be evaluated using a variety of objective criteria. For instance, what is the acceleration time from 0 to 60 miles per hour, the mileage per gallon, the amount of legroom, and so forth? The degree to which hospitality items live up to consumer expectations is a key indicator of quality. It's important to surpass clients' expectations in terms of service quality. "Promise only what you can deliver and deliver more than you promise!" says the CEO of American Express. These assumptions are derived from prior encounters, recommendations, and advertisements from service providers. Customers are more likely to utilize a supplier again if they feel that they received better service than they anticipated from them. Retention of customers is maybe the greatest indicator of quality: How well a service company provides value to its clients on a regular basis determines how long it can keep them as clients. Zero faults may be the manufacturer's quality objective, but zero customer defections are the service providers.

The service provider must ascertain the target customer's expectations with regard to the caliber of the services. Delivering excellence requires having a thorough understanding of your client. Managers must create a system for delivering services that will fulfill guests' expectations after identifying consumer expectations. It is crucial that the service provider establish and convey to both its staff and clients exactly what must be provided at that level in order to satisfy client expectations. Increased revenue and customer retention are often the results of service-related investments.

Research on well-run service organizations reveals that they have a lot in common when it comes to high-quality service. First, the best service providers are "obsessed with the client." Their ongoing client devotion stems from their attitude of meeting consumer requirements. Second, senior management has a track record of committing to quality in well-managed service organizations. Management of businesses like Disney, McDonald's, and Marriott considers both financial and service success. Third, the top service providers establish strict

guidelines for service quality. The MGM Grand Hotel would be forced to send fifty guests a day to rooms that are already occupied, the Outback Steak House chain would be forced to serve hundreds of improperly cooked steaks, and Accor Hotels would be forced to make hundreds of mistakes in its central reservation office each week if a 98 percent accuracy standard were to be followed. Errors of this magnitude are intolerable for customer-focused businesses. Excellent service providers strive for 100% flawless service rather than just "good" service.

Fourth, the best service companies keep a careful eye on both their own and their rivals' service performance. They use strategies including consumer surveys, complaint forms, recommendations, and comparison shopping. In addition to giving performance reviews and sharing concerns about service quality with staff, good service organizations also do this. Every day, the Ritz-Carlton staff meets to discuss customer feedback and talk over the arrival guests' past visits. Customers who phone a toll-free number and provide answers to a series of service-related questions may enter to win prizes from a variety of quick-service restaurant brands. There is intense demand on service organizations to boost service productivity due to their quickly increasing expenses. They have several options for doing this. They may recruit new workers who will work harder or more proficiently, or they can better train their present workforce. Alternatively, companies might reduce the quality of their service while increasing its quantity. The service provider may "industrialize the service" by increasing machinery and standardizing output, much like McDonald's assembly-line strategy for selling fast food. Ultimately, a service provider may use technology. Technology may save time and money for industrial organizations, but it also has a significant, and often unrealized, potential to increase the productivity of service workers.

DISCUSSION

But businesses can't drive efficiency to the point that it compromises quality. In the near term, a service firm might become more efficient by attempts to industrialize the service or reduce expenses. However, it may also lessen its long-term capacity to innovate, maintain the caliber of its services, or satisfy the demands and wants of customers. For instance, several airlines have discovered this the hard way when they try to cut costs in the face of growing expenses. They started charging more for everything from aisle seats to curbside baggage check-in, and they stopped giving out even the little things, like in-flight refreshments. As a consequence, the airline is often avoided by disgruntled passengers on its planes. These airlines compromised customer service in an effort to increase efficiency. Because of this, businesses trying to increase service productivity need to be aware of how they generate and provide value for customers. To put it simply, they need to take care not to interrupt the service.

Numerous service providers have made significant investments to create simplified and effective methods for providing services. They aim to guarantee that each and every time a consumer interacts with them, they will get consistently excellent service. In contrast to product producers, who can fine-tune their equipment and inputs until everything is ideal, the quality of services is constantly subject to change based on how staff members and consumers interact. Issues are certain to arise. Even the finest businesses sometimes have a cranky employee, a burnt steak, or a late delivery, despite their best efforts. Although service issues are sometimes unavoidable, a business may nonetheless benefit from them. Resolving customer complaints with good service helps win back disgruntled customers. A strong comeback may actually result in more customer loyalty and sales than if everything had gone well from the start. As a result, businesses need to take action to both prevent service errors and always provide excellent customer care.

Managers must empower frontline service staff members to identify, care for, and attend to customer requirements by giving them the authority, accountability, and incentives necessary for efficient complaint resolution. Marriott, for instance, offers empowerment training to its staff, encouraging them to go above and beyond the call of duty in order to address client concerns. Employees with empowerment may take prompt, efficient action to prevent service issues from costing businesses clients as stated by Marriott Desert Springs, "our guests experience excellent service and hospitality while staying at our resort" is the main objective for customer-facing staff. Trained staff members are empowered to take immediate action to ensure that customers are satisfied. They must also assist management in determining the root of customers' issues and advise them on how to enhance both the general quality of hotel service and the comfort of its visitors.

Resolving concerns from customers is essential to keeping them as clients. According to a Technical Research Programs Institute survey, 82% of consumers who have a significant complaint will return if it is promptly remedied, but 91% of those customers will not purchase from you again. Customer defection decreases from 91 out of 100 to 18 out of 100 when the issue is resolved. The defection rate may be lowered to less than 5 out of 100 by resolving minor grievances.

Two key elements have a major role in the settlement of complaints. First, respond to complaints as soon as possible; the longer a complaint is left unresolved, the greater the desertion rate. Secondly, look for complaints from customers. One entrepreneur, for instance, had recently returned from a vacation abroad. She had slept well at a New York hotel and was hungry for an authentic American breakfast. When she ordered room service, her breakfast arrived quickly. The table was carried into the room by a happy waiter, who also made sure the lady could see out the window. The lady was waiting for a full hot American breakfast, which he brought out when he unlocked the heating chamber. The lady quickly signed the bill and gave a generous tip as the server brought it to her. She was prepared to begin her meal now.

"I'm sorry, you will have to pay cash," the waiter added. She produced her credit cards and offered the American Express gold card that she had used to check into the hotel, explaining that she had no cash on her person. After five minutes, the lady was able to use her credit card, thanks to the waiter's phone call. Now agitated, the lady started eating a cold breakfast.¹⁶ Had the waiter been given the authority to address grievances, he could have left the room, gone to the front desk, and handled the issue there while the lady was having her breakfast. Letter-based complaints should be addressed as soon as possible with a letter or phone call. If you reply in writing, include a customized section addressing the particular complaint raised by the consumer and outlining the steps you will take to ensure that it doesn't happen again. The visitor should be presented with a remedy to the issue.

Using the phone to resolve the issue may be a more efficient method. These days, sending a letter costs more than making a phone call. The manager may speak with the visitor face-to-face over the phone and ask detailed questions to ascertain the specifics of the client's experience. The worst thing a business can do is reply to a guest's issue with a generic letter or email or with nothing at all. An employee of Restaurant Business contacted twenty-five customer care agents from restaurant chains, complaining that she had not gotten satisfactory service. Only fifteen of the twenty-five businesses she contacted replied to her complaint. She was informed by a customer care agent, "I'm busy right now. Can you call back in a half hour?" The customer care agent answered the phone again and stated, "All right, I'll have a minute now." Is it just sluggish service that is the source of your issue? Alright, if you would like, I can prepare a report. Merely 10 eateries out of those who replied addressed the concern to the best of their abilities.

These establishments' customer care agents performed a good job of following up with a letter and coupons after first demonstrating concern over the phone. In one instance, a regional vice president gave the client a call back to inquire about the issue. The majority of consumers do not file complaints, which is another crucial aspect of complaint response. They deny management the opportunity to address their issue. They just walk out of there. Management should be appreciative when a client files a complaint as it provides them an opportunity to address the issue and win the customer's future business. The majority of complaints are from devoted patrons who want to come back and who also want the issue resolved so they won't have it again when they arrive. Supervisors need to figure out how to motivate clients to file complaints. Customer hotlines that encourage consumers to call about issues they are experiencing are one way to file complaints. Customers are encouraged to share issues they encountered with the product by leaving comments on customer comment cards. Supervisors may teach staff members to spot unhappy customers and attempt to figure out what's wrong.

Another tactic is to provide a service guarantee, which requires complaints in order to be triggered. If we change our mindset to see complaints as gifts, we will be able to utilize the knowledge they provide to expand our own company more easily. One of the most accessible yet little-used sources of market and consumer data is customer complaints. A manager of the club informed us of a surprise the club received from an exceptionally good Christmas celebration. Since everything went according to plan, the staff was pleased with how the evening transpired. When a long-time member said he wanted to arrange a conference call with the manager, chef, and food and beverage manager to talk about the event's faults, the manager was really taken aback.

The management team deemed many of the concerns during the one-and-a-half-hour call to be frivolous. The manager distinguished between the symptoms and the actual issue by paying close attention to what was being said. The manager requested that his employees consider the call and schedule a meeting for the following day. In addition, he requested that the manager of food and drinks create a guest profile. They found that the majority of attendees were elderly, retired members who were alone for the holidays and did not have relatives in the region. The party was intended at the 45-year-old demographic that typically attended the club's events rather than the 65-and-older demographic. The main points of the member's complaint were as follows:

The party's décor and meal were designed with a significantly younger audience in mind. The party was designed for the incorrect target market, the club's management realized after listening to the member and being receptive to their feedback. The Christmas party would still be being planned for the incorrect target demographic if the member had not protested or if the club's management had not been receptive to the member's concerns. Employees play a crucial role in the product and marketing mix in the hotel sector. This implies that strong collaboration between the marketing and human resources divisions is required. The manager of the restaurant doubles as the human resources manager in establishments without a dedicated HR division. The manager is responsible for selecting approachable and competent staff members and creating procedures that foster goodwill among staff members and visitors. The quality of the product may be greatly impacted by even seemingly insignificant aspects of personnel policy. The paying clients and the staff are the two types of customers in a professionally managed hotel business. Internal marketing is the discipline that deals with educating and inspiring staff to provide excellent customer service. Having a marketing department that focuses on conventional marketing to a specific target external market is insufficient in the hotel sector. Encouraging everyone in the company to think customer-oriented is part of the

marketing department's duties. This passage from *Search of Excellence* highlights the value of skilled workers in the hospitality industry.

After supper we had made up our minds to stay another night in Washington. We had gone past the last convention flight of the day due to our business. Although we didn't have reservations, we were close to the recently opened Four Seasons and had enjoyed our last visit. We braced ourselves for the custom of tardiness being met with a cold shoulder as we strolled across the lobby, trying to figure out how best to argue our case for a room. To our surprise, the concierge inquired how we were, glanced up, smiled, and addressed us by name. She recalled our given names! We quickly saw why, in only a few short years, the Four Seasons had established itself as the district's "place to stay" and was one of the few establishments to earn the coveted four stars in its first year of operation. Because they are unable to test the goods before purchasing, customers who purchase hospitality items often feel anxious. Imagine a sales representative who receives a request from their sales manager to organize a regional sales meeting. Let's say the salesman has no experience arranging meetings or dealing with hotels. It's clear that the salesman is anxious. The sales manager will be pleased if the meeting goes well; if not, the salesman may take the fall for it.

The salesman must have faith in the hotel's salesperson while scheduling the meeting location. Effective hotel marketers allay their clients' concerns by reassuring them that they have set up many successful meetings. The salesperson's professed professionalism may be verified by looking at the hotel's amenities and reading letters of recommendation from previous customers. A salesman has to instill confidence in the customer and allay their fears. Encourage the customer to experience the hotel or restaurant in a low-risk scenario as a means of allaying their fears. Travel agents and conference planners may take advantage of familiarization tours provided by hotels and resorts. Since airlines want to generate business, they often provide free tickets for flights.

Expenses to the potential customer with the expectation that this exposure would motivate him or her to suggest the hotel. Family vacations help a product become less intangible by allowing the middleman client to stay at the hotel before they do. Customers are more loyal to businesses who have consistently delivered quality items in the past because they perceive a high level of risk while making purchases related to hospitality. Crowne Plaza used the following strategy to draw in the devoted clientele of its rival: The standard room fee was charged to the guests. They may, however, choose to spend less if they didn't think the lodging and services were worth it. Nearly all of the new visitors brought in by the extremely effective marketing paid the full amount.

Gathering organizers might choose the hotel or have a significant say in the choice when it comes to a client gathering. It is understandable that a lot of people choose four- or five-star hotels even when there may be less expensive options for similarly good lodging. Meeting organizers believe that choosing a well-regarded hotel lowers their personal risk, especially in the case of unanticipated issues. Changes in demand or capacity are managers' two main tools for balancing supply and demand. Airlines, for instance, employ dynamic capacity management to modify capacity to correspond with demand. When a flight sells out quicker than usual, the airlines replace their small planes with bigger ones. The trips with lower predicted load factors are allocated to the smaller aircraft.²⁴ They may lower demand by doing away with subsidized prices and raising the fee if a bigger aircraft is not available. Because the ticket is greater, some passengers often leisure visitors paying visits to friends and family may choose not to go or may choose to take a different flight, which will lower the demand overall. We talk about capacity management in this part and demand management in the next. Expanding the customer base in service operations allows one employee to serve a larger

number of clients, hence boosting the operation's capacity. Although the idea is widely accepted in the food and beverage industry, its growing use in the lodging industry may be attributed to contemporary technology. Figure 1 shows the aspects of Service Management Concept for the Tourism Industry.



Figure 1: Represents the aspects of service management concept for the tourism industry [9].

Self-service technologies (SSTs) let the client act as an employee of the business. For the travel and hospitality sector, one of the major potentials is the implementation of SSTs that raise customer happiness. A self-service soft drink machine at a fast-food restaurant is a typical example. An example of a more advanced SST is an online restaurant ordering system where the client's order is automatically added to the cooking queue at the appropriate moment, guaranteeing that the item will be ready when the customer requests it. Let's say a consumer orders at 10 a.m. and wants it picked up at 12:30 p.m.

The technology can calculate the time between placing an order and giving the client their meal since it is linked with the restaurant's point of sale system. It may decide when to place the order so that it will be freshly produced and available at 12:30 p.m. based on this production information. Additionally, we may build the service delivery system so that a client can advance to employee status. For instance, self-service food and beverage facilities are available in a lot of conference hotels. They provide pre-made salads and sandwiches, which allow the operator to stock up on buffer inventory. These establishments can swiftly serve a large number of customers when a conference breaks and some attendees desire food or a snack. Space restrictions and equipment limits do not have to limit businesses. If a hotel receives an offer to host a three-day conference from Tuesday to Thursday, they may have to decline it since all of the function space is reserved for Wednesday night, which leaves no room for the group's Wednesday night meal. A clever answer would be to recommend that the group walk outside the hotel for a distinctive dining experience rather than risk losing them. An option in Paris may be a Seine dinner cruise. It may be a supper at Hong Kong's renowned floating restaurant, Jumbo, or an outdoor steak fry in Arizona.

Catering companies just buy the equipment they need on a regular basis. They loan out equipment at their busiest times. To provide more room for transient demand, organizations might rent, share, or relocate to other locations. Managing capacity and demand is a crucial aspect of hospitality marketing, since services are ephemeral. For instance, Mother's Day is often the busiest day of the year for restaurants, with lunch being the busiest hour from 11 a.m. to 2 p.m. One of the biggest sales possibilities for restaurateurs occurs during these three hours. In order to fully capitalize on this potential, restaurant managers need to do the following two tasks: In order to allow the firm to run as efficiently as possible, they must first make adjustments to its operating systems. Secondly, they need to keep in mind that their objective is to produce happy clients.

A lot of eateries provide buffets in order to fill up their spaces. An eye-catching buffet speeds up service by removing the need to prepare food to order, adds to the celebratory mood, and gives the sense of variety and value. The staff provides the beverage and check, allowing the consumers to serve themselves. This allows the personnel to wait on more customers. Buffets save time by removing the need to take orders and prepare food. When patrons come, food is ready, so they may begin dining practically right away. As a result, the restaurant's capacity is further increased by an increase in table turnover. The business may also build an inventory buffer thanks to the buffet. Food may be prepared in batches that last 20 to 30 minutes, even though three hours' worth of food cannot be stored on a steam table without losing quality and appeal. In a perfect world, management would simply increase capacity to satisfy demand. On the other hand, a hotel can have more requests for rooms than it can accommodate during a citywide conference. If there was availability, a restaurant could reserve more dinners on the Saturday before Christmas, and a resort could sell more rooms if it was open throughout the summer. Every profitable hotel company eventually faces capacity constraints. Although capacity management enables a company to expand, it cannot stop circumstances in which demand surpasses available resources.

CONCLUSION

The investigation of service management in the travel and Tourism sector shows how important it is to obtaining client happiness and commercial success. Strong service management procedures guarantee that each touchpoint in the customer journey is maximized for effectiveness and quality. Educating employees to provide outstanding customer service and using technology to optimize processes are essential elements. Furthermore, the whole customer experience is improved when cultural sensitivity and sustainability are included into service procedures. Businesses that succeed in service management will stand out as competition in the tourist industry heats up, attracting and retaining customers and ensuring long-term success. Putting a strong emphasis on ongoing development and being receptive to client input can help a tourist company maintain its stellar image.

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CHAPTER 5

ANALYSIS AND DETERMINATION OF THE MARKETING ENVIRONMENT IN TOURISM MARKETING

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ABSTRACT:

Developing successful strategies in tourist marketing requires analyzing and assessing the marketing environment. The marketing environment is made up of both internal and external elements that affect how well a company can service its clients. The competitive environment, technological developments, cultural trends, economic circumstances, and regulatory frameworks are important factors. Tourism marketers may establish proactive strategies by identifying opportunities and dangers by having a thorough understanding of these components. SWOT analysis, environmental scanning, and market research are all part of a thorough investigation. Businesses in the tourist industry may remain competitive, satisfy client expectations, and adjust to changes by closely monitoring these elements. Long-term success requires strategic planning based on a deep comprehension of the marketing environment.

KEYWORDS:

Competitive Landscape, Cultural Trends, Marketing Environment, SWOT Analysis, Technological Advancements.

INTRODUCTION

The characters and factors outside of marketing that have an impact on a company's capacity to establish and sustain fruitful connections with its target clientele make up its marketing environment. The marketing landscape presents both chances and challenges. Businesses that are successful understand how critical it is to continuously monitor and adjust to their changing surroundings [1], [2]. Marketing-trained managers will be the trend-spotters and opportunity hunters. Effective marketers possess two unique skills. They gather data about the marketing environment using systematic techniques called marketing research and marketing intelligence. Additionally, they spend more time in situations with competitors and customer [3], [4]. Marketers may modify their strategy to take advantage of emerging possibilities and difficulties in the industry by closely observing the environment.

A macroenvironment and a microenvironment make up the marketing environment. The business itself, marketing channel companies, client marketplaces, a wide variety of publics, and elements near to the company that impact its capacity to serve its customers make up the microenvironment. The macroenvironment is made up of the most significant social forces—demographic, economic, ecological, technical, political, competitive, and cultural forces—that have an impact on every aspect of the microenvironment. We look at the macroenvironment of the firm after examining its microenvironment [5], [6]. The role of marketing management is to provide client value and happiness in order to establish relationships with customers. Effective marketing strategies need tight collaboration with the microenvironment of the business. In Figure 1, these actors are shown. They include the business, vendors, market intermediaries, clients, and the general public, all of which come together to form the value delivery system of the business. Managers of marketing don't work alone. They have to

collaborate closely with all of the firm divisions as well as upper management. Finding and using the money needed to implement the marketing strategy is the responsibility of the finance department [7], [8]. To assist marketing determine how effectively it is accomplishing its goals, the accounting department must evaluate revenues and expenditures. Cleaning is in charge of providing the spotless spaces that sales sells. The company's purpose, goals, overarching strategy, and policies are established by top management. Marketing choices have to fit with the senior management's strategy and plans. For example, a general manager who markets his hotel as a family destination will be adhering to a policy that will damage the brand if upper management portrays our brand as a hotel for business travelers [9], [10] . All managers, supervisors, and staff members are required under the marketing notion to "think consumer." In order to provide better consumer value and satisfaction, they need to cooperate. The strategies and activities of the marketing department are influenced by the combined efforts of all departments, as well as by the macro- and microenvironments.

Current clients are included in the microclimate as we are able to recognize and keep a close eye on them. Every business has a wide spectrum of current competitors. According to the marketing theory, a business that wants to succeed must outperform its rivals in meeting the requirements and desires of customers. Marketers have to do more than just adjust to their target audience's wants. Additionally, they have to adjust to the tactics used by other businesses that cater to the same target consumers. Businesses need to have a strong brand image for their product in order to get a competitive edge. There is no one competitive marketing technique that works well for every business. Every company has to think about how big it is and where it is in the industry compared to its rivals.

Big companies that have a monopoly in a market may use certain tactics that smaller companies cannot. Small businesses might also choose tactics that provide them with particular benefits. A major restaurant chain, for instance, might use its purchasing power to fund national advertising, dividing the expense across hundreds or thousands of locations. Small, independently run restaurants, on the other hand, do not have to worry about standardizing menu items across hundreds of locations, so they may provide greater menu variation and react swiftly to local trends. Both big and small businesses need to develop marketing plans that provide them distinct advantages over rivals in their respective industries. Managers often make mistakes while identifying their rivals. According to the management of a seafood restaurant in Houston, there was no competition for his establishment since none existed for many miles. After a few months, the eatery was closed. Consumers made the decision to dine at local non-seafood restaurants or drive farther to other seafood restaurants in order to spend their money at rivals. According to our study, only approximately 40% of patrons who rank a hotel or restaurant as decent return, and that number soars to 90% when they rate it as great. Being excellent is no longer sufficient in our sector due to the intense competition. We have to aim for greatness.

Professor Seyhmus Baloglu discovered that although 78% of the patrons were seen to be loyal since they frequented the casino on a regular basis, just 34% were thought to be really loyal. He referred to the remaining 44% as fake loyalists. True loyals showed not only behavioral loyalty by often visiting the casino, but also attitudinal loyalty, which increased the likelihood that they would refer a friend to the establishment. Spurious loyals may have shown regular attendance, but they are not emotionally invested in the casino and are likely to go if a new one comes up nearby. It is vital that managers comprehend the number of clients who may potentially be jeopardized in the event of a new rival entering their market to manufacture their products and services. Advancements and patterns impacting suppliers may have a significant impact on a business's marketing strategy. Let's say the management of a restaurant chooses to

offer a live lobster special throughout the weekend. The seafood vendor is contacted and assures that 200 lobsters will be provided for the weekend promotion. The supplier phones on Friday morning to inform that there were not enough lobsters in the Boston cargo, and delivery is not expected until Saturday morning. The manager has to locate another supply or turn away customers who made appointments for Friday night. A restaurant chain also wanted to expand its menu by include a new seafood dish made with scallops. The scallop dish was refined over a six-month period by the corporate headquarters. Scallops doubled in price during the course of development. Now, the restaurant would have to charge more than customers were willing to pay. The project was abandoned.

DISCUSSION

Changes in supply costs and availability as impacted by strikes and shortages must be monitored by management. Outsourcing is more complicated than it first seems. Business travelers' focus groups have informed us that choosing a hotel may sometimes come down to whether or not the coffee shop is appropriate for a meeting. The fact that owners of premium restaurants are often uninterested in coffee shops and room service operations poses a challenge for some hotels that have outsourced their operations to them. As a consequence, these businesses frequently suffer. The fact that food-service businesses use hotel space via lease agreements is another issue.

If the hotel chooses to remodel and alter the layout of the public areas, this might become an issue. It's unacceptable to respond that the hotel does not run the restaurants when visitors complain about the front desk's bad food service. As a result, the hotel and restaurant need to collaborate on service recovery plans. A hotel must choose its food and beverage vendors carefully, just as it would any other supplier. The idea functions best when a restaurant that was chosen specifically for its brand name or the chef's name runs the establishment on an equity basis. It's preferable to let the hotel handle the banquet, room service, and coffee shop operations. Suppliers are necessary for tourist locations. Included in a tourist destination are hotel, restaurants, entertainment, ground operations, conference spaces, and airline service. A regional convention and visitors' bureau (CVB) is responsible for ensuring that a good range of tourism product vendors are present in their area. In order to provide tourists a range of tour choices and activities, they need to enlist groups. To ensure that these suppliers succeed after being hired, CVBs must also seek to represent their interests.

Marketing intermediates support a business in distributing, selling, and promoting its products to consumers. Businesses known as intermediaries assist hospitality companies in obtaining clients or generating revenue. They consist of online travel agencies (OTAs) like Expedia, Travelocity, and Orbitz, hotel reps, wholesale tour operators, and travel agents. The travel agencies combine airfare and lodging, providing value to the client. Disintermediation and price transparency have both been made possible by the Internet. The removal of middlemen is known as disintermediation. Hotels have developed their own online reservation platforms, called Brand.com (Brand is replaced with the name of the corporation, for example, Hyatt.com). Although middlemen are no longer as necessary for the brands, they are nevertheless used to generate additional demand. Direct routes are unable to meet the demand. Thanks to the Internet, small hotels may now sell their goods anywhere in the globe.

Hotels must exercise caution when it comes to pricing transparency when selling to online middlemen. For instance, complimentary rooms for the association directors are often included in group rates for organizations and are included in the cost of the hotel room. In order for the association to benefit from the free services, a certain number of rooms must be reserved. Members may decide to book directly with the hotel rather than going through the associations

block if the group is offered a deal of \$229 per night for a hotel room and members of the organization may book directly on the hotel's website for \$209. Sales managers at hotels should either charge groups the same rates as other groups or give them credit for filling their block of rooms with guests who made direct reservations. While the Internet has greatly expanded distribution options, it has also increased the complexity of relationships between intermediaries and end consumers. As a result, modern marketers understand how crucial it is to collaborate with their intermediaries as partners rather than just using them as outlets for product sales. For instance, restaurants act as middlemen for companies that manufacture soft drinks. Coca-Cola offers much more than simply soft drinks to fast-food chains like Wendy's, Subway, and McDonald's when it becomes their sole beverage supplier. It also promises strong marketing assistance. Figure 1 shows environment aspect in tourism management.



Figure 1: Represents environment aspect in tourism management [11].

Coca-Cola appoints cross-functional teams tasked with comprehending the specifics of each retail partner's operations. It shares the startling amount of research it does on beverage customers with its partners. It assists partners in identifying the most popular Coke brands in their local communities by doing demographic analyses of US zip code regions. Coca-Cola has even examined drive-through menu board designs to learn more about the layouts, fonts, letter sizes, colors, and images that encourage customers to place larger food and drink orders. The Coca-Cola Food Service division creates marketing strategies and merchandising resources based on these data to assist its retail partners in increasing beverage sales and profitability. Coca-Cola tells its retail partners, "We know that you're passionate about delighting guests and enhancing their real experiences on every level." "We want to support you in any way we can as your partner." Coca-Cola is the clear market leader for fountain soft drinks in the United States because to their aggressive partnership activities.

Marketing services providers assist the company in developing and implementing its marketing strategy and methods. Direct mail companies, public relations firms, and advertising agency are some of these sources. In addition to media corporations, marketing research organizations, and marketing consultancy firms that assist businesses in promoting and targeting their goods to the appropriate audiences, they collaborate closely with the company's marketing program.

These businesses might differ in terms of pricing, quality, service, and inventiveness. The business should periodically assess employee performance and replace individuals who aren't working up to par.

Banks, credit agencies, insurance providers, and other businesses that assist hospitality businesses with financing their transactions or mitigating the risks involved in the purchase and sale of products and services are examples of financial intermediaries. Some hospitality organizations have gone out of business due to rising insurance prices, including those related to liquor liability insurance. Establishing robust ties with significant financial institutions is crucial for a business as it may mitigate the negative effects of restricted credit, increased credit prices, or both on its marketing effectiveness. Small multiunit chains often experience pressure to expand in order to maintain a high stock price and satisfied stockholders. Del Taco, Fuddrucker's, and Boston Market all experienced this.

These businesses all went through difficult periods, but they have all recovered and reformed. Businesses need to exercise caution to avoid giving in to the uncontrollably high growth expectations set by their financial intermediaries. The hotel industry requires in-depth research on five categories of general clientele. Consumer markets are made up of people and families that buy hospitality services for events like reunions, marriages, and funerals as well as for recreational and medicinal purposes. Hospitality services are purchased by business markets to support their operations. These might be private rooms for business travelers or meeting spaces that the firm or organization hosts or produces for gatherings of people. For instance, groups have yearly conferences and businesses host sales meetings. A product is bought by a reseller, who then sells it again. For instance, a tour operator could package a vacation that will be resold to the consumer market by buying airplane tickets, hotel rooms, ground transportation, and restaurant meals.

Government agencies, akin to corporations, engage in the procurement of hospitality services for individual travelers and gatherings, constituting government markets. Government per diem prices sometimes serve as a ceiling on their room charges. Lastly, purchasers from other nations, such as corporations, governments, resellers, and consumers, make up international marketplaces. Every market type has unique characteristics that need the seller to carefully consider. The capacity of businesses to join and leave marketplaces is one of two factors influencing competitiveness.⁹ Barriers to entry and departure hinder businesses from entering a business and keep them from leaving. The restaurant sector is characterized by low barriers to entry. Starting a restaurant requires a comparatively minimal initial investment. Because so many different businesses and people are able to create restaurants, it is difficult to forecast future competition. Because of this, some restaurant managers operate without facing direct rivalry and discover that, within a year, they have four or five rivals. This occurrence emphasizes how important it is to foresee competition and operate on the assumption that there is always rivalry. It is essential for restaurant managers to operate their businesses with the mindset of fierce rivalry, even in the absence of any. The management will be ready for competition when it materializes by adopting this strategy.

Hotels have relatively high entrance barriers since they are expensive to construct and hard to find excellent sites. An alternative set of competitive issues is presented by high obstacles to exiting the sector. The substantial sum of money needed to construct a hotel is now considered a sunk cost. Therefore, hotels that are unable to cover all of their fixed costs, including taxes, debt payments, and other expenses, but that are able to generate a sufficient gross profit to offset these fixed costs to some extent, may choose to continue at a loss rather than shut. Thus, the quantity of rooms doesn't change while demand for hotels drops. Competition increases when fewer buyers are willing to bid for the same quantity of hotel rooms in a marketplace.

Another element influencing the competitive climate of the hotel is: The majority of hotels are built during business cycle upswings, when demand outpaces supply. However, from the planning phases to the hotel's opening, it may take four years or more. It's possible that the economic cycle had gone negative by then.

Unfortunately, new hotels tend to launch in the midst of recessions.¹⁰ Thus, rivals often join the market at a time when established hotels are having trouble filling their rooms. After reading this section, it is clear that the hotel business faces an uncertain competitive landscape. For this reason, it is a component of the microenvironment. For egotistical motives, a rich individual may choose to build an utterly impractical restaurant in your market. A hotel chain wants to be present in your city. Even if the hotel adds rooms to an already oversupplied market, the company's presence in your city allows it to justify the expenditure. The hotel alone is not practical. An affluent foreign businessman decides to establish a hotel as a means of putting his or her real estate investment into action, even if it is not now economically viable. This investor is focused on long-term real estate returns. All of the aforementioned projects add capacity to markets where there is currently an excess of supply and a deficiency of demand. The projects would not have been constructed if their economic viability had been the determining factor. In the hotel sector, investments are not always dependable. People need to act as if there is fierce rivalry all the time.

The study of human populations, including their number, density, location, age, gender, race, profession, and other characteristics, is known as demography. Since individuals comprise markets, marketers are particularly interested in the demographic context. The population of the globe is expanding at an exponential pace. By 2030, the population will have risen from around 6.6 billion to 8.1 billion. The vast and very diversified population of the planet presents both possibilities and difficulties. The global demographic landscape is changing, and this has a big impact on business. Take China, for instance. More than 25 years ago, the Chinese government-imposed laws restricting families to having one child apiece in an effort to slow down the country's rapidly growing population. Because of this, Chinese children also referred to as "little emperors and empresses" have received lavish attention and treatment as a consequence of the "six-pocket syndrome." Each only kid may have up to six adults two parents and four adoring grandparents to cater to their desires. The young emperors, who now range in age from babies to middle-aged people, are having an impact on markets for dining out and travel. Nowadays, parents who are raising lone children at home devote almost 40% of their salary to their beloved kid.

Starbucks is attempting to appeal to the elderly little emperors in China by presenting itself as a new sort of casual but opulent gathering spot. Thirteen Rather of adhering to conventional Chinese group objectives, this youth value individualism. The president of Starbucks Greater China claims that "their view of this world is very different." "They have not experienced the adversities of our generation." He claims that Starbucks is in line with it because of its unique music compilations, individualized beverages, and attentive service. Takeout accounts for around 80% of Starbucks' operations in the US. In China Starbucks is a destination with around 90% of the consumption on premise. Young people swarm Starbucks in the afternoon to hang out with pals, making mornings a sluggish time.

Starbucks is getting ready for the day when China will overtake all other markets as its biggest market. They established a coffee plantation and processing facility in the southern province of Yunnan, China, in 2011. Laurie Burkitt, Wall Street Journal, March 09, 2011: "Starbucks Menu Expands in China". Marketers closely monitor changes in their target markets' demographics both domestically and internationally. They monitor demographic trends in terms of geography, age and family patterns, educational attainment, and population diversity.

The most significant demographic trends in the US are covered here. There were 78 million baby boomers born between 1946 and 1964 as a result of the post-World War II baby boom. The baby boomer generation has had a significant influence on the marketing landscape throughout the years. Present-day baby boomers make up around 25% of the population, spend \$2 trillion a year, and own 75% of the country's financial assets. But with the 2008 crisis, many baby boomers saw their dreams of retirement vanish. Seventy percent of Americans between the ages of 45 and 74 want to work throughout their retirement years due to the necessity for cash and the desire to remain active. As a result, quick-service restaurants and lodging establishments get new employees.

The oldest boomers are in their sixties, while the youngest are now in their mid-forties. The baby boomer generation is starting to question the meaning and worth of their jobs, responsibilities, and interpersonal connections. The baby boomer generation represents a large and profitable market for travel and entertainment, dining out, spas, and other leisure pursuits as they approach their prime earning and spending years. It would be incorrect to consider baby boomers to be elderly and stuffy. Boomers with the means to live it up are rediscovering life's thrill. For instance, the Travel Industry Association of America reports that half of all people in the United States have gone on adventure travel in the last five years. Approximately 56% of these tourists were baby boomers. According to a research, baby boomers feel 12 years younger than their actual age, proving that they do not feel elderly.²⁰ Traveling for active holidays that provide exploration and adventure, like historical tours of Europe or polar bear sighting expeditions in northern Canada, will cost them billions of dollars. Universities that cater to baby boomers have created instructional excursions via their continuing education departments. Boomers are targeted by Butterfield and Robinson, brokers for high-end riding trips, who provide two-week cycle excursions that include overnight stays in luxurious facilities.

CONCLUSION

For tourist marketing to be successful, the marketing environment must be analyzed and determined. Through a comprehensive comprehension of the intricate interactions of economic, cultural, technical, and competitive elements, enterprises may formulate tactics that optimize prospects and minimize hazards. To keep up with changes and trends, ongoing environmental monitoring and market research are required. An organized method for assessing strengths, weaknesses, opportunities, and threats is offered by SWOT analysis. Tourism organizations may maintain a competitive edge, improve customer happiness, and satisfy consumer expectations by adjusting to the changing marketing environment. When strategic planning is based on a deep comprehension of the marketing environment, it guarantees resilience and sustained performance in the tourist sector.

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CHAPTER 6

EXPLORATION OF GENERATIONAL MARKETING IN TOURISM

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ABSTRACT:

In the tourist industry, generational marketing is the practice of developing marketing plans specifically for different age groups, each of which has its own tastes, habits, and reasons for traveling. The aforementioned strategy acknowledges the distinct demands of Baby Boomers, Generation X, Millennials, and Generation Z, so allowing tourist enterprises to develop tailored marketing strategies that appeal to certain target audiences. Marketers may create individualized experiences, choose the best communication channels, and create relevant promotional material by knowing the traits and travel preferences of each age. For instance, whereas Baby Boomers could place a higher priority on comfort and cultural enrichment, Millennials might place a higher value on social media involvement and immersive travel. By catering to the unique needs of every age group, generational marketing increases consumer happiness, loyalty, and engagement.

KEYWORDS:

Baby Boomers, Generation X, Generation Z, Millennials, Personalized Experiences.

INTRODUCTION

Nations have different racial and ethnic compositions. Japan, where almost everyone is Japanese, represents one extreme. On the opposite end of the spectrum is the United States, home to individuals from almost every country. It's common to refer to the United States as a melting pot since many people from various countries and cultures have combined to form a single, more homogenous whole. It seems that the US has evolved into more of a "salad bowl," where many populations have mingled while preserving and appreciating significant ethnic and cultural distinctions. As marketers expand the reach of their activities internationally, they encounter a growing diversity of markets both domestically and globally. Approximately 63% of Americans are white, followed by Hispanics (16%) and African Americans (14%). Currently, Asian Americans make up about 5% of the country's population. Over 12% of the population was born outside of their own nation [1], [2].

In the next decades, it is anticipated that the ethnic populations of the country would soar. Hispanics are projected to make up 24% of the US population by 2050, compared to 9% for Asians.² Diversity transcends national or ethnic background. For instance, the number of handicapped individuals in the US is over 60 million, making up a bigger market than either African Americans or Hispanics and worth almost \$200 billion in yearly buying power. In the coming years, as the richer and more freely-spending baby boomers approach the "age of disabilities," this spending power is probably going to rise much more. When Julie Perez visits the Divi Hotels resort at Flamingo Beach on the Caribbean Island of Bonaire, she notices the difference. She claims, "It is renowned for being completely approachable." Wheelchair accessibility is indicated in hotel brochures. The dive crew is knowledgeable and experienced, and they really want to take impaired divers diving [3], [4]. They do not feel fear. Perez, a 35-

year-old quadriplegic, travel agent, and skilled scuba diver from Ventura, California.³⁰ Products that are useful to them are appreciated by people with disabilities.

According to Jim Tobias, president of Inclusive Technologies, a consulting firm that specializes in accessible product design, people with disabilities often become brand ambassadors for the goods they use and enjoy. While most customers would tell ten friends about a product they love, individuals with impairments to target this market, the British Tourist Authority collaborated with the London Tourist Board and British Airways. The team collaborated with WinMark Concepts, a marketing and advertising agency located in Washington that specialized in counseling mainstream businesses on how to effectively target the gay and lesbian market. The president of a recent magazine advertisement has five males in their early to middle years (the target demographic is between 35 and 50 years old) standing in and around a number of London's iconic red phone booths. One Call is what the headline says. An array of options. The campaign has achieved its goals. In addition to spreading the message that Britain is accepting of gays and lesbians, the magazine advertising created a database with 40,000 names from all around the nation. It's time for another tart now [5], [6]. A husband, wife, and kids make up the "traditional household" (and sometimes grandparents too). However, the once-American ideal of the two-car, two-child suburban ban family has been less appealing recently.

Of the 117 million households in the United States today, married couples with children make up only 22% of the total, married couples without children make up 29%, and single parents make up the remaining 11%. Nonfamily households, including single adults living alone or adult couples of one or both sexes, make up a whopping 38% of all homes. More individuals are being divorced or separated, deciding not to get married, getting married later in life, or getting married with no intention of having kids [7], [8]. Nontraditional homes are rising faster than traditional households, thus marketers need to take into account their unique demands more and more. People getting married for the first time in their thirties, for instance, have become used to dining out often. They continue to eat out while bringing their kids along when they do have kids.

Families without kids save money on childcare costs and have more money available for leisure activities like eating out and vacation. The proportion of working women has also significantly grown, reaching 59% at this time. In 59% of married couple families, both spouses are employed.³⁷ Due to the fact that both of the household's heads work, takeaway food that is cooked by someone else yet consumed at the dining room table at home has become necessary. Also, grocery shops are cooking side dishes and meals that can be heated and served. As their business expands, these supermarket businesses are increasingly hiring recent graduates from culinary and hospitality colleges. Royal Caribbean caters to time-pressed working women by offering affordable, hassle-free family getaways that are sure to wow. Even though it's a shared choice, according to Royal Caribbean, 80 percent of all trips are planned and booked by women—time-constrained mothers who work or not. Senior marketing at Royal Caribbean says, "We want to make sure that you're the hero, that when your family comes on our ship it's going to be a great experience for all of them, and that you, mom, who has done all the planning and scheduling, get to enjoy that vacation." Both people and purchasing power are needed in markets. The buying power and spending habits of consumers are influenced by several elements within the economic environment.

Countries differ substantially in terms of income distribution and levels. Some nations have subsistence economies, meaning they use the majority of the products from their own industries and farms. There aren't many market possibilities in these nations. On the other hand, industrial economies provide wealthy marketplaces for a wide variety of products. It is important for

marketers to closely monitor significant trends and consumer spending patterns in their global marketplaces as well as inside them. Some of the most significant economic trends in the US are listed here. driven by rising incomes, a stock market bubble, sharp rises in property prices, and other favorable economic circumstances [9], [10]. They seemed careless as they purchased and bought, piling up record amounts of debt. But the early 2000s recession crushed those days of carefree spending and lofty hopes.

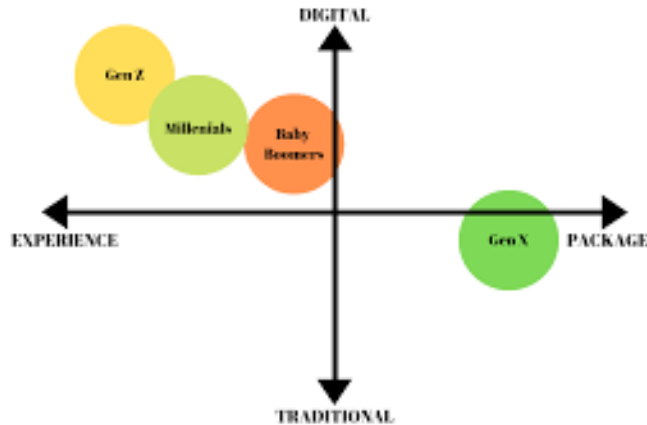


Figure 1: Represents the generational marketing in tourism [11].

Figure 1 shows the generational marketing in tourism. In actuality, the era of the "squeezed consumer" is upon us. In some demographics, growing earnings have been accompanied by rising debt. Many customers lost the chance to borrow home equity when the housing markets collapsed in 2008. Customers experienced financial strain as a result of this and the rise in gas costs. Their current challenges include paying off debts accumulated from past indulgences, managing growing home and family costs, and setting up money for their children's future college education and retirement. Due to consumers cutting down on the frequency and volume of their out-of-home dining, the restaurant business faced difficult times as a result of this decline in disposable money.

DISCUSSION

The middle class has decreased, the poor have stayed poor, and the wealthiest have become wealthier during the last thirty years. The wealthiest 1% of American households now own 33.4% of the country's net worth, an increase of 3.3 percentage points from 1989. On the other hand, the poorest 90% of households currently possess just 30.4% of the net worth, a decrease of 3.5 percentage points. The travel sector works in a global setting these days. Other travel destinations are being negatively impacted by Croatia's growing tourism industry. When there is a favorable exchange rate between the Euro and the US dollar, American tourists fly to Europe less often and instead choose to spend their holidays in the US and South America. Argentina is becoming a more popular location for conferences and meetings, which is one benefit of the country's currency devaluations. Actually, the price of a business-class hotel room in Buenos Aires has dropped from \$280 to half of that amount. However, the cities in Asia, Europe, and North America lose these traditions when international conference planners relocate gatherings to South American cities like Rio de Janeiro, Buenos Aires, Santiago, and São Paulo.

Over a million people visit tourism locations including Uruguay, Chile, and Argentina. The economic effects of currency exchange play a role in this. The natural environment encompasses the natural resources that marketers need as inputs or that are impacted by their

operations. The last three decades have seen a steady increase in environmental concerns. Air and water pollution have reached deadly levels in several places worldwide. Concern about the potential effects of global warming is still growing, and many environmentalists worry that we may soon be submerged in our own waste. There are several trends in the natural environment that marketers need to be aware of. Growing shortages of basic supplies are the first. Although water and air seem to be limitless resources, other organizations perceive long-term risks. Many major cities around the globe are choked by air pollution, and in some regions of the US and the world, water scarcity is already a major issue.

Over one-third of all people on the planet won't have access to adequate clean water by 2030.⁴² Food and trees are examples of renewable resources that need to be handled carefully. The issue of nonrenewable resources, such as coal, oil, and other minerals, is very real. The cost of building new hotels, restaurants, and tourist attractions has gone up as a result of these shortages. The quality of the natural environment is almost always harmed by industry. Think about how resorts dispose of their waste and sewage. When this is not controlled, the water supply is harmed by contaminated groundwater, and the destination's beaches and back bays are littered with trash, endangering its viability. Companies in the hospitality industry need to embrace corporate responsibility and be decent corporate citizens.

Many tourist attractions found in the natural environment, such as woods, spotless beaches, clear streams, animals, and pure air, can disappear. The warm water resulting from El Niño has bleached the coral reefs of the Maldives, an island country situated south of Sri Lanka. The coral reefs are a major draw, drawing about 60% of tourists who participate in diving activities. The melting of the polar ice caps is a result of global warming. Over the next twenty years, the Indian Ocean is expected to rise by 25 cm, potentially engulfing parts of the Maldives by the end of the century.⁴³ It is the duty of all those in the tourist industry to preserve the environment and promote environmentally conscious travel.

Technology has enabled us to access the Internet wirelessly. This has allowed people to communicate with one other via both visual and audio links through services like FreeConference.com and Skype. A document that has been signed, scanned, and emailed is now widely accepted by organizations in place of a physical copy of the original document. The net effect is a sharp rise in the pace at which commerce is conducted. We are able to monitor our personal and professional networks thanks to websites like Facebook and LinkedIn. Along with its benefits, technology has also brought out horrors like chemical and nuclear weapons and items like televisions and cars.

The hospitality sector has been impacted by technology in a number of ways. For instance, Intelligence has created a product called ICE (Interactive Customer Experience), which is accessible via various Web-enabled devices, such as tablets and smartphones. The tablet provides access to hotel guest amenities including room service, valet parking, dining room bookings, and spa treatments. You may also access external reservations at restaurants, hotels, golf courses, and airlines. ICE offers many benefits to its visitors, including the ability to multitask by ordering room service while on a conference call, multilingual information, and information that acquaints them with the hotel and surrounding region. Through devices like iPads that are kept in the rooms, hotels are offering this service to their guests. The tables are equipped with tracking sensors to deter theft. For tourists, the smartphone is a useful tool.

They may register at a hotel, use it as a key entry to the room, make and verify bookings, and use it as an airline boarding card. The hotel business saves labor and the visitor saves time with these self-service solutions. This also implies that a person's website has to be optimized for mobile devices. Theft of hotel goods has also decreased because of technology. Operations are

benefiting from technology as well. There are washable RFID (radio frequency identification) chips inserted into banquet linens, towels, robes, and other washable linens. This enables hotel floor storage closet inventory to be determined by management. Full-service hotels are increasingly sending their linen off-site for cleaning, and the RFID chips assist the off-premise laundry in tracking the origin of the linen and identifying any missing pieces. Opponents of technological change argue that it threatens privacy, simplicity, nature, and even humankind. The development of restaurants in suburban and historical neighborhoods, as well as high-rise hotels, airports, and recreational facilities in national parks, has been met with opposition from various organizations. Marketers need to employ technologies that fulfill human requirements and comprehend and foresee changes in the technological environment. They have to be aware of the elements of every invention that might endanger people and spark resistance. Product safety is a growing societal issue as devices become more complicated.

Governmental organizations are now investigating and regulating everything from food handling procedures to fire regulations. Government regulations include employment and employee practices as well as alcohol sales, which differ from state to state and sometimes from one county precinct to another. Travelers are also seen favorably by politicians as potential sources of income since they spend money but cannot vote against them. Local governments are increasingly relying on hotel and restaurant taxes as their primary sources of income. Hotel taxes are often intended to promote tourism; nonetheless, there has been some latitude in how these funds are spent, as shown in the instance of sculptures placed in suburban parks. Hotel management are responsible for ensuring that the taxes intended to support tourism are used wisely. It is essential for managers to collaborate with hotel and restaurant groups to prevent the imposition of burdensome taxes. In 1990, New York City increased its hotel tax to more than 21.25 percent for rooms that cost more than \$100. The hostile tax discouraged many meeting and convention planners from coming to New York; instead, they just moved their business elsewhere.

Over the next three years, convention business fell by 37%, and even though taxes were raised generally, less money was collected in taxes. The hospitality sector in New York City was the true loser. Since then, New York has lowered its hotel tax to match neighboring cities. There are three main reasons why business-related laws and regulations have been passed. It shields businesses from one another first. Even if the majority of firms embrace competition, when it comes to them, they attempt to negate it. The Federal Trade Commission and the Justice Department's Antitrust Division are in charge of defining and preventing unfair competition in the United States. Cases sometimes arise when one firm accuses another of engaging in unfair practices, such as misleading pricing or deceptive advertising, which hurts the company's bottom line.

Second, consumer protection from unfair corporate practices is another goal of government laws and regulations. In the absence of regulations, companies may produce items that are dangerous or of poor quality, engage in dishonest advertising, or use deceptive packaging and pricing. Numerous government agencies describe deceptive business practices and provide solutions. Of course, businesses may reduce government interference by actively engaging in self-regulation. Good trade practices are defined and promoted by organizations like the National Restaurant Association (NRA) and the American Hotel and Motel Association. These groups have established standards for cleanliness, serving alcoholic beverages, and menu display honesty.

Third, another goal of government regulation is to defend society's interests against unchecked corporate activity. The standard of living is not necessarily enhanced by profitable commercial ventures. Therefore, laws are enacted to prohibit smoking, littering, pollution, overcrowding in

public spaces, and similar behaviors, all in the name of defending the interests of society. The goal of regulation is to hold businesses accountable for both the public and private expenses associated with their production and distribution operations. The Federal Trade Commission, Food and Drug Administration, Interstate Commerce Commission, Federal Communications Commission, Federal Power Commission, Civil Aeronautics Board, Consumer Products Safety Commission, Environmental Protection Agency, and Office of Consumer Affairs are among the federal regulatory agencies that Congress established in order to enforce laws.

The marketing performance of a corporation may be significantly impacted by these agencies. There is a degree of discretion in how government entities enforce the law, and sometimes, they seem too eager to do so.

The majority of the agencies are usually run by economists and lawyers, who typically lack a practical understanding of marketing and other business concepts. To better grasp these intricate concerns, the Federal Trade Commission has expanded its workforce in recent years to include marketing specialists. Because of its immense influence, the government may often dramatically impact the hotel industry without ever implementing the law.

The 1993 flight attendant strike by American Airlines serves as one such. Calling American Airlines CEO Robert Crandal, President Clinton intervened and urged him to fix the issue. Because of a head of state's immense influence and reputation, American Airlines decided to side with the flight attendants. There are several government authorities that regulate airlines, and American Airlines' management was clearly terrified by them.

The current wave of corporate scandals and growing environmental concerns have reignited interest in the topics of social responsibility and ethics. These are problems that almost all marketing-related aspects face. Regretfully, because these matters often include competing interests, well-meaning individuals may really differ as to what should be done in a particular circumstance. As a result, several trade groups, both professional and industrial, have proposed codes of ethics. Additionally, more businesses are increasingly creating guidelines, policies, and other solutions for challenging social responsibility problems. A new set of social and ethical issues has arisen as a result of the growth of Internet marketing. Online privacy is the main concern of critics.

The quantity of digital personal data accessible has skyrocketed. The users themselves provide a portion of it. They freely post very sensitive information on genealogical websites or social networking sites like Facebook and LinkedIn, which are accessible to anyone with a computer or smartphone.

Nonetheless, a large portion of the data is methodically gathered by companies looking to get further insight into their clientele often without the clients' knowledge or consent. Reputable companies set cookies on users' computers and gather, analyze, and distribute digital information from each interaction with their websites. Critics worry that businesses could know too much these days and use digital data to exploit customers unfairly. Abuse does happen, even though the majority of businesses openly publish their Internet privacy rules and strive to utilize data to benefit their consumers. Consequently, legislators and consumer activists are moving to safeguard consumer privacy.

In order to fulfill their social obligation and cultivate a more favorable reputation, several firms are now associating themselves with worthy causes. Corporate donations now mostly takes the shape of cause-related marketing. By associating the purchase of the company's goods or services with fund-raising for deserving causes or charitable groups, it enables businesses to

"do well by doing good." Numerous cause-related marketing efforts are now sponsored annually by companies.

Numerous have substantial funding and a complete complement of marketing initiatives behind them. For instance, BJ's Restaurants contributes a percentage of the proceeds from each sale of its iconic "Pizookie" dessert to the Cystic Fibrosis Foundation as part of its "Cookies for Kids" campaign. These days, the Pizookie raises up to \$250,000 annually for the charity. The hotel sector operates on a global scale. There's a considerable chance that many of you will serve in a foreign country at some point in your career.

Your management duties may be impacted by cultural norms and restrictions in ways that are distinct from those in the US and Canada. For instance, hotel staff members in Israel are required to be aware of and abide by the kashruth, or kosher, laws. These are difficult and need for continual monitoring. In Israel, hotels are required to have two separate culinary areas: one for meat and another for dairy. Hotel dining expenditures are greater in Israel due to the high cost of kosher meat. Feng shui, which translates to "wind and water," is a widely practiced art that originated in China, Hong Kong, and Singapore and has since expanded to Japan, Vietnam, and Korea.

Geomancers, or practitioners of feng shui, provide advice on the best locations for any endeavor, especially when it comes to office buildings and how to set up workstations, doors, and other furnishings. A structure should have excellent feng shui if it faces the lake and has mountains on both sides of it. Additionally, it shouldn't obstruct the mountain spirits' vision.

The Hyatt Hotel in Singapore has to be rebuilt in order to increase business since it was not built with feng shui in mind. It was formerly believed that by placing the front desk parallel to the doors and road, riches would flow out. Moreover, the doorways faced northwest, making it simple for evil spirits to enter. The geomancer suggested making deliberate changes to preserve riches and keep evil spirits away.

CONCLUSION

In order to build customized marketing campaigns, generational marketing in the tourist industry is a potent tactic that takes use of the distinctive qualities and preferences of various age groups. Marketing initiatives for tourist firms may be more successful and focused by segmenting the market based on age cohorts. More meaningful involvement and customized travel experiences may be created by taking into account the unique demands and travel habits of Baby Boomers, Gen X, Millennials, and Generation Z. This focused strategy increases marketing effectiveness and efficiency while also improving consumer happiness and loyalty. Using generational marketing techniques will be essential for drawing in and keeping a variety of clientele as the travel and tourism sector develops, assuring long-term development and a competitive edge.

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CHAPTER 7

EXPLORATION OF THE ROLE OF MARKETING IN STRATEGIC PLANNING

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ABSTRACT:

In strategic planning, marketing plays a key role by offering guidance and vital insights for accomplishing long-term company goals. Marketing serves as an intermediary between a business and its external environment, facilitating the identification of opportunities, the anticipation of client demands, and the analysis of competitive environments. These insights are integrated via strategic planning to create complete corporate plans that are in line with market realities. Market research, segmentation, positioning, and the creation of marketing strategies that complement broader corporate objectives are crucial tasks. Businesses may improve overall organizational performance by ensuring that their plans are competitive, customer-centric, and flexible to changing market circumstances by integrating marketing into the strategic planning process.

KEYWORDS:

Competitive Analysis, Customer-Centric, Market Research, Positioning, Strategic Planning.

INTRODUCTION

Most companies used to prioritize their investors. Businesses nowadays are becoming more and more aware of the need to support their various stakeholders, which include the areas in which their operations are based as well as their clients, staff, and suppliers. A company should at the very least aim to meet the minimal requirements set out by each of the aforementioned stakeholder groups [1], [2]. The stakeholder groups are connected by a dynamic connection. The forward-thinking business fosters a high degree of employee happiness, which motivates staff to focus on both ground-breaking inventions and ongoing improvements. Higher-quality goods and services are produced as a consequence, increasing stakeholder and consumer satisfaction. Opportunities for staff progression are created by growth. Profits from happy clients allow us to fairly compensate our staff [3], [4]. Pleased staff and pleased consumers always create a positive feedback cycle. Customers are pleased when staff are satisfied. Workers like interacting with satisfied clients, as they have seen from prior experiences.

Increased consumer happiness leads to increased employer satisfaction. A crucial and sometimes disregarded group of stakeholders are hotel owners overseen by hotel management companies. Such a corporation may be an obscure one or one of the well-known flag companies. Since many hotel owners are really investors and don't want to directly manage a property, they hire a seasoned hotel management business [5], [6]. Departments have historically handled company tasks. Departmental structure does, however, provide some challenges. Usually, departments work to achieve their own goals as much as possible, not always the company's. Departments build walls to form silos, and there is often less than optimal collaboration. Plans are often changed and work is delayed down as they move through departments. Businesses are centering their emphasis more and more on the need of managing processes rather than departments. They are researching the barriers to creative production as

well as the transfer of responsibilities from department to department. Cross-functional teams that oversee essential company operations are now being formed.

The Las Vegas Hilton was worried about how to handle the earnings contribution from different market groups. The outcome was market segment accounting, a whole new method of hotel accounting. This fresh An organization requires people, supplies, equipment, and data to carry out its operations. In the past, businesses aimed to own and manage the majority of the resources that were used by the company. That is now beginning to change. Businesses are discovering that some of the resources they manage aren't operating as effectively as those they might get from other sources [7], [8]. Nowadays, many businesses have chosen to outsource less important sources. They do, however, recognize the need of holding onto and developing the fundamental skills and resources that form the foundation of their company. As a foundation for their strategy planning, astute businesses are determining their key competences. The structure, rules, and culture that make up an organization's organizational side may all become dysfunctional in a business that is evolving quickly.

The business is the toughest to alter, even though structure and rules are. Organizational structure, policy, and culture need to be carefully matched to the evolving demands of business strategy by companies. After thirty years of success, RockResorts' corporate culture started to get in the way of serving customers' demands in the late 1980s. Laurence A. Rockefeller established RockResorts in the 1950s.

The CEO was the target market for RockResorts at first as he could assign tasks to others without interfering with his vacation. Decisions had to wait until the CEO returned at the time, and most CEOs were males. At RockResorts, rules were strictly enforced. These included no televisions or phones in guest rooms, a compulsory food plan (the modified American plan), and modest, little guest rooms. The business culture was centered on the product. Under president and CEO Michael Glennie, RockResorts underwent a transformation in corporate culture. Glennie said, "We have to listen to what the customer wants and cater to that without compromising the philosophy and ideals of our founder." This included, among other things, giving visitors additional amenities, bigger bathrooms, and phone placement in the room. Glennie said, "I think the goal of RockResorts is to take a business with a great tradition and build on it to meet the expectations of today's guests.

RockResorts did, in fact, grow and adapt. As the top turnkey resort operator, the business was entirely acquired by Vail Resorts in 2005. RockResorts defined "turnkey" as having the knowledge and resources to create and oversee a luxury resort from the ground up, encompassing all management facets such as revenue management techniques and analysis, sales and marketing, and other crucial areas. Selected areas with breathtaking natural settings, such those in Colorado and the Caribbean, saw an increase in the number of RockResorts. Which product and business portfolio is ideal for the organization, and how much support should be given to each? To support the company-wide strategy, each business and product then creates comprehensive marketing and other departmental strategies. Marketing planning takes place at the levels of business units, products, and markets. More thorough strategies for some marketing possibilities are provided to complement the company's strategic strategy [9], [10].

For long-term survival and success, every business has to choose the best course of action given its unique circumstances, opportunities, goals, and available resources. This is the core objective of strategic planning, which is the process of creating and preserving a strategic alignment between the objectives and competencies of the company and its evolving marketing possibilities.

DISCUSSION

The foundation for all other planning inside the company is laid by strategic planning. Typically, businesses create strategic, long-term, and yearly plans. The company's existing operations and how to maintain them are covered in the annual and long-term plans. On the other hand, the strategic plan focuses on modifying the company to capitalize on possibilities within its ever-evolving environment. The corporate headquarters is in charge of initiating the whole planning procedure. Certain organizations provide their business divisions a great deal of autonomy while allowing them to create their own plans. Others establish the objectives and have a significant role in the particular tactics. More employee empowerment is required in the hotel sector, especially for middle management. Many of the customs in the hospitality sector, it has been observed, have not changed all that much. For example, the majority of its managers had training in classical management. Formal rules and regulations direct decision-making and provide organizational stability, according to this approach. Work is completed by the book. Authority is determined by a person's position in the hierarchy, and decision-making is often centralized and comes from the top. Six Researchers and executives in the hotel sector are beginning to see the need for change in this conventional approach. Figure 1 shows the Role of Marketing in Strategic Planning.



Figure 1: Represents the role of marketing in strategic planning [11].

The tourism and hospitality sectors are global and multicultural. Sharp variations in management style and the perceived significance of strategic planning, empowerment, and other ideas covered in this chapter may sometimes be attributed to attitudes and cultural differences. Research involving hotel managers from Poland, France, and Austria revealed variations in their willingness to take risks and their global perspective. It's interesting to note that managers in Poland were found to have a better global perspective than those in France. The authors came to the conclusion that managers' levels of autonomy were impacted by the varied views of managers across national boundaries.

The authors also thought that managers' varying views across the three countries had an impact on a hotel company's strategy and performance level. A hospitality business exists to do a certain task, such as offering a couple a wonderful dining experience, a family a day of adventure and entertainment, or some other kind of housing. It starts out with a very obvious goal or purpose, but as the company expands, enters new markets, adds new goods, or deals with changing environmental circumstances, its goal may become less apparent. These

seeming straightforward inquiries are some of the hardest the business will ever have to respond to. Businesses that are successful ask these questions often and provide thorough, thoughtful responses. These issues are addressed in official mission statements created by several organizations. A mission statement articulates the aim of an organization and what it hopes to achieve in the wider community. An organization's mission statement serves as a "invisible hand," guiding members of the workforce. Research indicates that companies with well-written mission statements do better financially and organizationally.

On the other hand, a mission statement focused on the market highlights the company's focus on meeting the demands of its customers. The distinction between a product orientation and a market orientation is shown by the following instances. Disney's product orientation may be "We create fantasies that enable the family to have a great time together and produce memories that will last a lifetime" would be a commercial orientation. "We rent luxury hotel rooms and have fine restaurants would be the Ritz-Carlton mission statement, which is focused on products. "We create the Ritz-Carlton experience one that enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests" would be a mission statement focused on the market.

A mission should not be either too specific or too general by management. Hospitality corporations have often ventured into industries unsuited for a business statement focused on marketing. For instance, a Texas fast-food hamburger firm ventured into cattle ranching due to the fact that its eateries used several pounds of meat. They believed that by producing their own beef, they could avoid the middleman. They quickly discovered that providing hamburgers and producing cattle required two distinct sets of business skills. Realistic mission statements are ideal. If Thai Airlines accepted the goal of being the biggest airline in the world, it would be fooling itself. However, for those arriving by plane from Thailand's main business and/or tourism destinations, it could provide first-rate service and friendliness. The mission statement of the business needs to inspire motivation. Workers must believe that their job matters and improves people's lives.

Thomas Monaghan founded Domino's Pizza with the goal of providing delicious pizza to each house in under 30 minutes. Ruth Fertel founded Ruth's Chris Steakhouses with the goal of giving her patrons the best steak meals possible. Phil Roberts founded Bucca di Beppo with the intention of reviving the warmth and fervor of the local restaurant owned by southern Italian immigrants. James Thomson, one of the best chefs in the United Kingdom, designed the Witchery by the Castle in Edinburgh, Scotland, with the goal of creating a really exceptional and unforgettable dining experience. Prestonfield an estate dating back to the seventeenth century, had a comprehensive refurbishment by James and his crew, who were skilled in restoring historic structures. Prestonfield quickly established a reputation as the most sumptuous hideaway in Edinburgh, the most romantic hotel in Scotland, and one of the top 100 hotels worldwide. Prestonfield's "Rhubarb" restaurant has a similar notoriety. Thirteen The company's primary policies that it wishes to uphold should be highlighted in the corporate mission statement. Policies specify how staff members should interact with clients, vendors, rival businesses, and other significant groups in reaction to each new phase of the economy. But if a company's objective no longer identifies the best path of action, it must be redefined.

The organization must translate its purpose into specific goals that each level of management can support. Every manager need to have goals and be accountable for achieving them. "The Ritz-Carlton experience awakens the senses, fosters wellbeing, and satisfies even our guests' unspoken needs and desires." A hierarchy of goals, including commercial and marketing goals, results from this wide purpose. The overarching goal of Ritz-Carlton is to create lucrative client relationships by really caring for and comforting its visitors. It does this by learning what its

visitors want. This is accomplished by watching visitors and how they interact with the space, as well as by asking staff members to offer input on what visitors are saying about the Ritz-Carlton and its rivals. Reducing expenses or raising sales may boost profits. Increasing the company's share of the leisure, group, and temporary business segments may boost sales. These objectives subsequently serve as the company's current marketing targets.

It is necessary to create marketing plans and initiatives to help achieve these marketing goals. Ritz-Carlton may hire more salespeople to draw in incentive travel customers in an effort to grow its market share. It could become more prevalent in global markets. Ritz-Carlton is also aware that condos included in hotel projects have a 35% premium in value over unbranded condominiums. As a result, this opens up the possibility of supplying the cash flow and obtaining finance for further properties. Each overarching marketing plan has to be clarified in more depth. For instance, expanding the incentive travel industry can call for additional public relations, advertising, and sales personnel; if this is the case, both demands must be made clear. The purpose of the company is therefore converted into a set of goals for the present. They often neglect to precisely describe them. Too many often, businesses are described in terms of their goods. Businesses are involved in the "hotel business" or "cruise line business."

Nonetheless, a company's market definitions are more important than its product definitions. A firm should be seen as a process that satisfies customers rather than one that produces goods. Businesses need to identify themselves by the requirements of their customers, not by the things they sell. Nowadays, ski resorts don't only offer lift tickets. Large ski areas now provide rock concerts, summer mountain biking, and kid-focused programming. Golf and sometimes eating are no longer the only activities at country clubs. These days, they include a way of life that includes kid-focused summer camps, spas, and fitness clubs. For businesses to be competitive and draw in top personnel, they must develop. "Progress is unadulterated oxygen," says one CEO. It creates a dynamic, energizing company where individuals see real possibility. Thus, expansion is not only our primary source of income but also a fundamental component of our company culture.

A company has to be cautious not to make expansion its own goal. "Profitable growth" must be the company's goal. Many would also argue that expansion has to be considerate of the environment. Still, this is not universally acknowledged. It is the duty of marketing to provide profitable expansion for the business. Marketing has to find, assess, and choose opportunities and establish plans for seizing them. For analyzing growth, the Ansoff product-market expansion grid provides a helpful framework.²⁰ First, the management takes into account if it might increase its market share in its existing markets by using its present goods (market concentration approach). It then evaluates its ability to locate and create new markets for its existing items (market development strategy).

Management should then think about product development, which involves bringing new or updated items to the market. It is hoped that management would find several growth opportunities by looking at these three intense development techniques. But even so, it could not be sufficient, in which case management also has to look for chances for integrative expansion and diversity. Starbucks, for instance, created packaged goods that are available for purchase in supermarkets. Growth in diversification makes sense when there are profitable prospects outside of the current companies. An advantageous chance arises when the industry is highly desirable and the organization have the necessary combination of business skills to achieve success. Diversification may be thought of in three ways. Initially, even if the items could appeal to a different class of clients, the corporation might look for new products that have marketing or technical synergies with current product lines (concentric diversification approach). Secondly, the corporation may look for new goods that, although being

technologically unrelated to its present product line, might appeal to its current clients (horizontal diversification approach). This is a tactic used by hotels, restaurants, cruise companies, and airlines selling gift goods like baggage, T-shirts, and perfume. Numerous eateries, like the Hard Rock Café chain, have discovered that selling restaurant-logo apparel at their establishments generates significant profits and works well as a promotional tool. New technologies might occasionally provide chances for diversification. Hundreds of people can be transported on a new type of lightweight aluminum boats that can travel at 55 miles per hour. Ferries can now service additional routes thanks to this innovative technology:

The hospitality and tourist sectors will have opportunities for both the ferry service itself and on-board food and beverage service. You may take advantage of opportunities for market expansion, product development, and diversification by integrating your firm either forwardly or backwards within its industry. A hotel corporation has two options: it may choose forward integration by acquiring travel agencies or tour wholesalers, or it can choose backward integration by purchasing one of its suppliers, such a food distributor. Finally, if the government does not prohibit the acquisition (horizontal integration), the hotel chain may purchase one or more rival businesses.

Marriott created the Marriott Distribution Service, a technique for distributing restaurant supplies. The Marriott Fairfield Farms Commissary enterprise gave rise to this. After closing the commissary, the company shifted its emphasis to distribution. Six of these distribution hubs were made available to Marriott Hotel service centers. Each distribution center then actively markets to other nearby restaurants using this assured core business. Marriott sold Marriott Distribution Services due to growing competition from food wholesalers like Sysco. Through exploring potential integration actions, a business might find more revenue streams. It's possible that these new sources won't provide the required level of sales. The business may decide to make diversification efforts in this situation. Opportunities in connected industries are presented by integrative growth, but in order to be successful in the new venture, a corporation has to possess the necessary skills. After that, it has to ensure that it can compete with the top players in the market.

Using a marketing systems framework, strengthening a company's position in existing product markets, looking for lucrative opportunities outside of its current businesses, and thinking about ways to integrate backward, forward, or horizontally in relation to its current businesses are all methods by which a company can systematically identify new business opportunities. The overarching goals and purpose of the business are outlined in the strategic plan. The main tasks required in overseeing a customer-driven marketing strategy and the marketing mix are outlined in which also depicts the function and actions of marketing.

In the middle are the customers. Building lucrative client connections and adding value for customers are the objectives. The next step is marketing strategy, which is the business's plan for generating this value for customers and establishing these lucrative connections. The business determines who it will target and segment, as well as how to differentiate and position itself, to best serve its clients. After identifying the whole market, it splits it up into various categories, chooses the most promising ones, and concentrates on providing excellent customer service to those clients. The business creates an integrated marketing mix which consists of the four Ps product, pricing, location, and promotion based on its marketing strategy. The business uses marketing analysis, planning, execution, and control to determine the optimal marketing strategy and mix. By means of these endeavors, the organization observes and adjusts to the entities and influences inside the promotional milieu. We now take a quick look at each task. There are many different kinds of consumers, goods, and demands on the market. Which market sectors have the greatest chances must be determined by the marketer. Different

approaches may be used to organize and serve consumers according to behavioral, psychographic, demographic, and geographic criteria. Market segmentation is the practice of breaking a market up into discrete groups of consumers with unique demands, traits, or behaviors that may necessitate different goods or marketing initiatives.

All markets are segmented, but not all market segmentation strategies are created equal. Making a single automobile model that was the top pick for buyers in both markets would be challenging. It makes sense for businesses to concentrate their efforts on satisfying the unique demands of various market groups. A corporation must choose which market categories to join, how to distinguish its product for each targeted group, and which positions within those segments it intends to hold after making those decisions.

The location a product has in customers' eyes in relation to its rivals' offerings is known as its position. The goal of marketing is to establish distinctive market positioning for their goods. Customers wouldn't have any incentive to purchase a product if they thought it was just like every other one on the market. The process of putting a product in such a way that it stands out from the competition and is desired by the target market is known as positioning. Positioning is "the reason a shopper will pay a little extra for your brand," according to one positioning expert.²⁶ Therefore, marketers strategically position their goods to set them apart from rival brands and provide them with the biggest edge in their intended markets.

The corporation begins the process of positioning its product by determining potential customer value differences that provide competitive advantages as a foundation for the position. The business may provide more value to customers by either undercutting its rivals on pricing or providing more perks to make higher costs seem reasonable. However, if the business offers more value, it has to deliver on that promise. Therefore, differentiation—that is, really setting the company's market offering apart to provide customers with more value is the first step in successful positioning. After deciding on a desirable stance, the business has to act decisively to provide and inform its target audience of that perspective.

The selected positioning approach should be supported by the company's whole marketing campaign. The business is prepared to start organizing the specifics of the marketing mix, one of the key ideas in contemporary marketing, after deciding on its overarching marketing strategy. The collection of tactical, manageable marketing tools that a company combines to elicit the desired reaction from its target market is known as the marketing mix. All of the things a company may do to affect consumer demand for its product is included in the marketing mix. The many options may be categorized into four sets of factors, referred to as the four Ps: promotion, venue, pricing, and product.

CONCLUSION

Strategic planning benefits greatly from the knowledge and frameworks that marketing provides to help formulate successful corporate plans. Marketing offers a comprehensive grasp of market dynamics and customer behavior via competitive analysis and market research. With this knowledge, firms may strategically position themselves and identify growth possibilities and dangers. Marketing contributes to the development of a roadmap for long-term growth and competitive advantage by ensuring that corporate plans are in line with consumer demands and market dynamics. The incorporation of marketing into strategic planning is becoming ever more important as markets continue to change, allowing companies to be adaptable, current, and effective in accomplishing their long-term goals.

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CHAPTER 8

ANALYSIS OF MARKETING PLANNING AND CONTROL IN TOURISM

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ABSTRACT:

Tourism marketing planning and control analysis includes methodical procedures for creating, putting into practice, and assessing marketing plans targeted at drawing in and pleasing travelers. Setting goals, carrying out market research, determining target markets, and creating successful ways to achieve them are all included in marketing planning. Control mechanisms then keep an eye on how these tactics are being implemented, making sure they are in line with the goals and making adjustments as needed to maximize results. In the dynamic tourism industry, factors such as seasonality, economic shifts, and evolving consumer preferences necessitate agile planning and effective control measures. Performance indicators, feedback loops, and budget allocation are important instruments for optimizing return on investment and adjusting to changing market circumstances. Planning and managing marketing campaigns well increases location attractiveness, consumer happiness, and competitiveness all of which support the growth of sustainable tourism.

KEYWORDS:

Destination Appeal, Marketing Planning, Performance Metrics, Target Markets, Tourism Industry.

INTRODUCTION

Selecting marketing tactics that will enable the business to achieve its overarching strategic goals is part of marketing planning. Every company, item, or brand needs a thorough marketing strategy. An executive summary, which provides a brief rundown of the main evaluations, objectives, and suggestions, opens the plan [1], [2]. A thorough SWOT analysis of the existing marketing environment, as well as any risks and opportunities, are presented in the plan's major part. The plan then lists the main goals for the brand and describes the particulars of a marketing approach that will be used to reach those goals. Target markets, positioning, the marketing mix, and marketing budget amounts are all included in a marketing plan. It describes the company's strategy for adding value for its intended clientele in order to get value in return [3], [4]. The planner outlines each strategy's response to the possibilities, dangers, and important challenges mentioned earlier in the plan in this section. The marketing plan has supplementary parts that delineate an action plan for executing the marketing strategy, together with the specifics of a corresponding marketing budget.

The controls that will be utilized to track developments, calculate the return on marketing investment, and implement corrective measures are described in the last section. Every year, as a manager or director of sales in the hotel industry, you will need to create a marketing strategy. An effective marketing strategy is essential to a company's success. It may not even be sufficient to have a well-thought-out supporting program and a defined plan. The business can struggle with execution. Workers in an organization have a shared style of thinking and acting. They have to be aware of and supportive of the business's strategy. Employees need to

be informed about the company's strategy and their role in implementing it. The company must have the resources needed to execute a plan, including personnel with the expertise to carry it out [5], [6]. Every business must monitor new environmental developments and measure their consequences. The surroundings will shift. The business will then need to reassess its goals or plans. According to Peter Drucker, doing the right thing that is, being effective is more essential than doing the right thing that is, being efficient.

Top-notch businesses are adept at both. It becomes tougher for a company to regain market leadership once it begins to lose market share due to a lack of response to a changing environment. Large organizations in particular have a lot of inertia. However, leadership has the power to transform organizations ideally before a crisis arises. After doing a strategic study, the hotel's owner identified its advantages and disadvantages. The Emperor Hotel made the decision to "shrink selectively," especially in the food and beverage department, as a consequence of the strategic study. Operations related to food and drink were outsourced out. The rationale for choosing this approach was the belief that the hotel would be well-positioned to benefit from any potential boom in the industry. If not, a potential buyer would find the hotel appealing and it may be sold quickly.

Strategic planning presents particular issues for the hotel-resort sector. The majority of other hospitality sector players, including airlines, cruise lines, and large restaurant chains, may use a similar approach to strategic planning as a manufacturing business. Strategic choices are taken in highly centralized management processes inside these corporations. Marketing managers are responsible for making sure their money is being spent wisely. Many marketers used to spend lavishly on large-scale, costly marketing campaigns, often without giving the financial returns on their investments any thought. They believed that the intangible creative results that marketing generates are difficult to quantify in terms of output or profit. All that is, however, changing in the more restrained economy of today [7], [8]. A recent survey found that, after the economy, marketers' top concern as money has become tighter is return on marketing investment. According to one marketer, "it is becoming more and more important for marketers to be able to justify their expenses." According to someone else, while implementing a marketing campaign, marketers should consider if their current strategy and techniques are the most effective in achieving their goals for share, revenue, and/or profit.

As a result, marketers are creating more accurate marketing ROI metrics. The net return from a marketing investment divided by the marketing investment's expenses is known as the return on marketing investment, or marketing ROI. It calculates the returns on investments made in marketing initiatives. According to a recent poll, just 22% of businesses say they are making excellent success in monitoring marketing ROI, despite the fact that two-thirds of businesses have recently introduced return on marketing investment programs. According to a different poll conducted among chief financial officers, 93% of participants expressed dissatisfaction with their capacity to calculate marketing return on investment. The main challenge is determining which particular metrics to utilize and where to get reliable data for these metrics.

Standard marketing performance metrics, such sales, market share, and brand recognition, may be used by an organization to evaluate marketing return on investment. These metrics are being combined by several businesses to create marketing dashboards, which are valuable collections of marketing performance metrics in a single display that are used to track strategic marketing performance. Similar to how dashboards in automobiles provide information to drivers about how their vehicles are operating, marketing dashboards provide marketers with the specific metrics they need to evaluate and modify their marketing campaigns. Software that is sold commercially may create dashboards for foodservice and hotel businesses. TravelClickHotels' Searchview is intended to provide a real-time update of a person's online presence, including

content created by online travel agencies (OTAs), the existence of these agencies' pages, your star ratings on the OTA, the results of pay-per-click (PPC) campaigns, and the specific reviews and feedback left by customers. A business may also evaluate its website by comparing its ratings with those of its rivals on websites like Travel Click. Dashboards for restaurants may provide data on each comp, payroll expenses, costs of items sold, promotions, coupon redemption, and sales mix [9], [10]. A few years ago, the expense of collecting information would have been prohibitive for individual properties. In order to provide consumers with value and establish enduring connections, marketers must first acquire new and profound insights into the needs and desires of their target audience.

Businesses utilize these types of consumer information to gain a competitive edge. These kinds of insights are derived from quality marketing data, a wealth of knowledge. The majority of marketing managers are, in reality, often overwhelmed by the amount of data that they have. Even with this abundance of data, marketers typically lament that they don't have enough relevant information. They need better information, not more information. Additionally, they must use the knowledge they now possess more effectively. "The number-one challenge for digital-age marketers is transforming today's vast, ever-increasing volume of consumer information into actionable marketing insights," claims another specialist in marketing intelligence.

DISCUSSION

As a result, a company's information and research system for marketing has to do more than just provide a ton of data. The true worth of marketing data and research is found in the insights it may bring about your target audience. "According to the marketing expert, the market research department's worth is not based on the quantity of studies it does, but rather on the business value of the insights it generates and the choices it impacts about information and research functions. They are assembling "customer insights teams," including members from every department inside the company and led by a vice president of customer insights. For instance, the director of consumer insights and strategy is the title given to Kraft Foods' head of marketing research.

Customer insight groups gather data on customers and the market from a number of sources, including traditional marketing research studies, interacting and watching with customers, and keeping an eye on consumer internet discussions about the business and its goods. Subsequently, the marketing data is used to generate significant consumer insights that enable the business to provide its clientele more value. For instance, the goal of one customer insights group is to "become better at understanding our consumers and meeting their needs." An effective MIS strikes a balance between the information managers would want to have and what they really need and can reasonably access. To find out what information managers need, a corporation starts by interviewing them. For instance, Mrs. Field's Cookies gives its management hourly updates on sales projections. The computer recommends marketing strategies like mall sampling to boost sales when they are lagging behind.

Certain managers make requests for information without giving it much thought, regardless of its cost or use. Both too little and too much knowledge might be detrimental. It's possible for other overworked managers to forget to ask for information they need, or for managers to withhold certain kinds of information from one another. Managers must, for instance, foresee upcoming competing product offers. On the other hand, rivals conceal information to prevent their rivals from learning about the goods. Merely a few of corporate administrators were aware of the sandwich development effort at KFC. To make the sandwich, KFC had created ingredient standards, and its suppliers were required to sign confidentiality agreements. Prior

to its test marketing, KFC did not want its rivals to find out about the new product offering. However, rivals with strong MIS systems may have discovered hints about KFC's intentions beforehand. It's possible that they overheard a bread supplier discussing KFC's requests for little buns resembling hamburgers. They could have overheard an executive discussing how KFC planned to grow its lunch business. Secret agreements don't always prevent unintentional news leaks. When managers use ethical and lawful sources of information, such trade magazines and statements by corporate officials, they may detect competitive maneuvers. Figure 1 shows the Marketing Planning and control in Tourism.



Figure 1: Represents the marketing planning and control in tourism [11].

The business must weigh the benefits of possessing a piece of information against the expenses of doing so. The value is determined by the intended purpose, and this determination is rather arbitrary. Analyzing the price of acquiring a particular piece of information may also be challenging. Information acquisition, processing, storage, and delivery expenses may mount up rapidly. Occasionally, more knowledge doesn't really help a management make a better choice. Its expense can outweigh its gain. Let's say a restaurant management calculates that, in the absence of any more information, introducing a new menu item will result in a \$5,000 lifetime profit. The manager thinks that with more data, the marketing mix will be better and the firm will make \$525,000 in profit. Paying \$30,000 or more to get the extra information would be silly.

A successful MIS strikes a compromise between the information consumers really need and want and what is practical to provide. Although internal databases sometimes provide faster and less expensive access than outside information sources, they are not without issues. Internal data may be inadequate or in the incorrect format for marketing choices as it was often gathered for other objectives. It is necessary to make adjustments to sales and cost data, for instance, when the accounting department uses it to prepare financial statements in order to assess the worth of a particular client group, sales force, or channel performance. Additionally, data ages fast, so it takes a lot of work to maintain the database up to date.

A big business generates mountains of information, which has to be properly integrated and conveniently available for managers to locate and use. That much data demands very advanced tools and methods to manage. Every organization has access to more data than any manager could possibly comprehend or examine. The data is dispersed over several databases, blueprints, documents, and the minds of numerous seasoned managers. To enable its managers to more readily locate information and make wise choices, the organization has to discover a way to organize its information gold mine. Businesses are building data warehouses increasingly often in order to consolidate their consumer data into a single, easier-to-access location. Having a procedure for gathering and using visitor information is the single most crucial component of any hospitality management information system.

In order to improve customer service, develop new items, enhance current products, create successful marketing and sales strategies, and create and implement an efficient revenue management program, guest information is essential. Sadly, far too many hospitality businesses just have a hazy notion of who their clients are. Any or all of the details may be required in order to meet specific visitor information requirements. Undoubtedly, this list first seems too intrusive and domineering. The truth is that this kind of data is being gathered and used by hospitality businesses more and more. Naturally, a hotel, resort, cruise line, or other hospitality business has to use extreme caution to ensure that visitors' privacy rights are not violated or that they are not disturbed. An astounding quantity of this data may be found in internal documents.

It's common to see guest remark cards on dining room tables, in guest rooms, or given to leaving patrons. They provide helpful data and may shed light on certain issues. For instance, several unfavorable remarks about the cuisine can point to a possible issue for a dining establishment. The remedy is effective if it results in fewer unfavorable comments being posted after corrective action is performed.

The fact that guest comment cards may not accurately represent the views of most visitors is a drawback. Usually, only one to two percent of those who are really happy or extremely furious take the time to fill out a card. comment cards are not a reliable indicator of overall visitor happiness, although they may be helpful in identifying problem areas. Employees may also hand out comment cards just to visitors they believe would respond favorably if the distribution and management of the cards are poorly thought out. If given the option, staff members may also dispose of the negative remark cards. To circumvent this issue, a lot of businesses have the card addressed to a corporate office. Numerous establishments have created official protocols for communicating with visitors. Free afternoon receptions are provided by hotels to their regular customers. In addition to giving visitors a method to say "thank you," this gives management a chance to interact with them. In Australia, Sea World mandates that management do many customer surveys on a weekly basis. This is a great approach to hear directly from visitors about their opinions and provides management with feedback. All customers are now given a call from Wyndham hotels five minutes prior to the arrival of their room service order. A visitor's remark led to the development of this process.

According to the female business traveler, she often buys room service, has breakfast, takes a shower, and gets dressed. In order to prevent her from being caught in the shower, the call informs her of the service person's arrival time. Through customer feedback, Wyndham discovered that all business travelers valued this kind of consideration and was able to improve its services accordingly. Getting information from your visitors may assist build trust and client loyalty by demonstrating your interest in them. This may be a valuable source of information if staff members are taught to pay attention to visitor remarks and report them back to management. Your staff members may act as microphones to capture remarks from visitors.

Management must communicate to staff how it is utilizing the information in order for this listening to be effective, and management and staff must have mutual confidence. Ritz-Carlton employs the idea of "listening posts" rather well. Former Ritz-Carlton president Horst Schulze once said, "Never stop listening to your customers they will change." Additionally, if you want to have completely delighted clients, you must listen to them and adapt as needed, just in case their expectations alter. Automated systems are required for any hospitality establishment, including huge cruise lines and hotel properties. There are several systems available; before making a purchase, they should be thoroughly inspected and evaluated. Recall that larger systems like yield/revenue management and database marketing include automated guest information systems.

For the sales team, an automatic visitor history system may be quite helpful. Salespeople have the ability to get visitor records based on a certain region, such a city. A sales blitz may benefit immensely from this information as it helps identify repeat customers who should be given priority throughout the campaign. Former regular visitors who are no longer staying at the hotel may also be found via the guest history. In an attempt to win back their business, salespeople should get in touch with these former customers. An automated guest history system gives a chain especially a smaller chain a true competitive edge. "A group of hotels could share guest information through a centralized system or network." When a visitor stays at a hotel in Boston and asks for a suite, champagne, and a hypoallergenic pillow, imagine how thrilled they would be if they got the same amenities at a chain affiliate in Maui without ever having to ask for them. The point-of-sale (POS) register will surely provide restaurants with the ability to gather and disseminate data that is presently manually input into reports using a computer. When a customer uses a credit card at a restaurant, a point-of-sale system may gather information on that specific customer.

Future point-of-sale (POS) systems, according to some analysts in the fast-food business, may make use of expert systems, which utilize computers with artificial intelligence. The "computaburger" is one such situation. Information about order quantity, volume, and client preferences will be pulled from a point-of-sale system and fed into an expert system. After that, the expert system will forecast and potentially even place an order for a certain quantity of hamburgers and their fixings at certain periods of the day. The casino sector has shown a strong interest in point-of-sale (POS) systems and their growing complexity. Certain slot machines may now keep track of the amount of money wagered as well as the win-loss history of regular users who activate the machines using a magnetic card. The quantity of play determines the player's point total, and the casino may monitor players' playing patterns by utilizing the slot club card. Final Marketing Intelligence Sources A company's leaders, front desk employees, service workers, buying agents, and sales force may all acquire marketing information. Unfortunately, workers are often too busy to provide crucial information. The organization has to teach them to recognize and report on new trends and sell them on their duty as intelligence gatherers. Contact people should get frequent debriefings from managers.

Managers and owners of hotels are crucial components of a marketing intelligence system. On a trip to Japan, John F. Power, general manager of the New York Hilton and Towers, performed this function. Power said, "I realized how different a Japanese breakfast is from our own. Everyone prefers to eat familiar food for breakfast, even though most people like to sample the cuisine of the country they are visiting." The New York Hilton now offers a genuine Japanese breakfast buffet that includes miso soup, nori (dried seaweed), yakizanaka (grilled fish), raw eggs, natto (fermented beans), oshiako (pickled vegetables), and rice thanks to marketing information obtained during Power's trip. Travel agencies, conference and tourism bureaus, and suppliers are valuable sources of information that a hospitality firm should encourage to

share. A hospitality business would be wise to facilitate the collection of this data by extending a cordial and accommodating attitude to suppliers, representatives, and prospective workers. It is advisable to motivate management personnel to get involved in community and professional groups, since they are likely to provide them with vital marketing information. Managers of hotels and restaurants are especially well-positioned to get outstanding information by hosting important information sources on their premises. Members of the sales force are great information brokers. Rival businesses may sometimes provide you the data. For instance, former British Airways CEO Bob Ayling completed this task by going to the headquarters of the freshly established EasyJet. Asking to see the company's founder, Stelios Haji-Ioannou, Ayling claimed to be intrigued by the Greek businessman's ability to perfect the low-cost airline model. Haji-Ioannou supposedly presented Ayling his business proposal in addition to agreeing. British Air announced the debut of Go a year later. The director of corporate relations at EasyGroup claims, "It was a carbon copy of EasyJet." The same aircraft, direct ticket sales, secondary airport use, and on-board snack sales concept all remain the same. depend on outdated information or gut feeling when making investment and commercial choices. They were successful in pilfering our company model it was a very successful espionage operation.

It is not always possible for managers to wait for information from the marketing intelligence system to come in bits and pieces. They often call for formal analyses of certain circumstances. When McDonald's wanted to expand its menu to include salads, its designers had to find out what kinds of veggies and dressings its patrons like. The Palm Beach, Florida-based Ben's Steakhouse is interested in knowing the following the proportion of its target market that has heard of Ben's, how they learned about it, what they know, and how they feel about the restaurant. Ben's Steakhouse would be able to gauge the success of their marketing campaigns thanks to this. These are issues that casual marketing intelligence cannot address. On sometimes, managers must order official marketing research.

The process of defining and identifying marketing possibilities and issues, keeping track of and assessing marketing performance and activities, and reporting results and consequences to management is known as marketing research. There are many different types of tasks that marketing researchers do. The measurement of market potentials, market-share analysis, characterizing the market, sales analysis, business trend studies, short- and long-term forecasting, competitive product studies, MIS studies, and testing of current products are their ten most frequent activities. A business may hire outside researchers or use its own staff to do marketing research. More than 73% of major businesses really have their own marketing research divisions. However, even large corporations use outside businesses to do specialized jobs and fieldwork.

CONCLUSION

In the tourist business, good marketing strategy and management are crucial for success. Businesses in the tourist industry may draw and keep customers by carefully developing strategies based on market knowledge and consumer habits. Strategies are kept current and adaptable to changes in the market by ongoing monitoring and control systems. Performance measurements provide insightful input that makes it possible to promptly modify marketing initiatives. Moreover, marketing initiatives are more successful when they concentrate on destination appeal and target certain market niches. Integrating strong planning and control procedures will be essential for preserving competitiveness and attaining sustainable development as tourism develops. Tourism enterprises may optimize their influence and make a positive contribution to local economies and communities by coordinating their marketing efforts with their strategic goals and adjusting to dynamic conditions.

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CHAPTER 9

INVESTIGATION OF CONSUMER MARKETS AND CONSUMER BUYING BEHAVIOUR

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ABSTRACT:

Research on consumer markets and consumer purchasing behavior in marketing looks at the many variables affecting people's decision-making processes when it comes to travel-related purchases. Analyzing behavioral patterns, psychographics, and demographics is essential to understanding consumer markets in order to successfully target and segment certain customer groups. The study of consumer purchasing behavior explores the psychological, social, and cultural factors such as perception, motivation, and post-purchase assessment that have an effect on decision-making processes. Surveys, focus groups, and data analytics are a few of the methods used in market research to learn about customer trends and preferences. Through an understanding of these variables, tourist marketers are able to customize their approach to better meet the demands of their target audience, increase engagement, and build brand loyalty. In the ever-changing tourist industry, this knowledge is essential for predicting market trends, adjusting to shifting customer preferences, and preserving a competitive edge.

KEYWORDS:

Consumer Behaviour, Consumer Markets, Market Research, Psychographics, Tourism Marketing.

INTRODUCTION

The market of today is quite competitive, with thousands of hotels and eateries. Furthermore, the travel and hospitality sectors have seen globalization in recent years. In countries like Singapore and Japan, hotel corporations with headquarters in as different a country as the United States, Hong Kong, and Germany compete fiercely. As a consequence, businesses are vying for market share in a highly competitive global marketplace [1], [2]. They will need to spend money on research to find out what consumers want to purchase, where they like to shop, what amenities they value, how they shop, and why they shop in order to prevail in this war. A corporation has a significant competitive edge over its rivals if it really knows how customers will react to various product features, pricing, and advertising appeals. Because of this, academics and researchers from businesses are always examining the connection between marketing stimuli and customer behavior. They begin with the buyer behavior [3], [4]. The four Ps of marketing stimulus are shown on the left product, price, location, and promotion. Major political, technical, cultural, and economic forces and events in the buyer's surroundings are examples of additional stimuli. All of these stimuli make their way into the buyer's black box, where they are transformed into the collection of observable buyer responses brand, dealer, product, time, and amount that are shown on the right.

Marketers need to know how inputs within the consumer's "black box" are converted into reactions. There are two pieces to the black box. First, the traits of a buyer affect how that person interprets and responds to the stimulus. Second, the decision-making process of the customer influences results. In this chapter, we first consider the attributes of the customer that

influence purchasing behavior, and then we look at the buyer's decision-making process [5], [6]. The biggest and most profound impact on consumer behavior comes from cultural influences. The most fundamental factor influencing a person's desires and actions is their culture. It consists of the fundamental beliefs, attitudes, desires, and actions that people constantly pick up from society. The majority of civilizations today are undergoing change. Socialization-based cultural determinants are shifting in Chilean and Californian communities. Culture is communicated via material objects including cuisine, clothes, architecture, and artwork. The hospitality and tourism industries are fundamentally influenced by culture. It dictates where we stay, how we travel, what we eat, and when we travel. Culture is dynamic and changes with the times. Marketers are always looking for signs of cultural change to help them develop new offerings that might appeal to consumers. For instance, as a consequence of the societal trend toward a greater concern for fitness and health, several hotels have added fitness centers or workout rooms, or they have partnered with nearby health clubs to provide access to them for their visitors. The restaurant industry has changed its menus to reflect the trend toward lighter, more natural fare. New restaurant designs follow the trend towards lighter-colored and simpler household furniture.

Simultaneously, a sizable portion of customers seem to be rejecting healthful meals in favor of tasty ones. Restaurants have to deal with customers who order light salads and grilled flounder, then top their meal with high-fat ice cream for dessert. Every culture is made up of smaller subcultures, or social groupings founded on similar experiences and circumstances that share a same set of values. Subcultures include ethnic groupings, nations, faiths, and geographical areas. Important market groups are made up of a variety of subcultures, and marketers often create goods and campaigns specifically aimed at meeting their demands. Three significant subculture groups that are worth mentioning are Asian, African American, and Hispanic customers. It is crucial to remember that every significant subculture is composed of several minor subcultures, each with distinct tastes and ways of behaving, as we talk about them. In America, Asian Americans are the most wealthiest group of people [7], [8]. They now number over 15 million and have the ability to spend over \$500 billion annually; in that power is predicted to rise to \$750 billion. After Hispanics, they constitute the demographic subgroup with the second-fastest rate of growth. The majority group is made up of Chinese Americans, who are followed in size by Filipinos, Asian Indians, Vietnamese, Korean, and Japanese Americans. By 2050, Asian Americans are predicted to account for more than 9% of the country's population, having doubled since then. Asian consumers are among the most tech-savvy group; over 90% of Asian Americans routinely use the internet and feel most at ease using services like online banking.

Out of all the ethnic groups, Asian consumers shop the most and are the most brand aware. They may have intense brand loyalty. Many businesses are increasingly focusing on the Asian American market as a consequence. McDonald's has created a dedicated website for the Asian American market, www.myinspirasian.com, which is available in both Asian and English languages, in addition to its many other Asian American marketing initiatives. The community-focused website showcases McDonald's efforts to support and collaborate with the Asian American community. In more modern countries like the US, Canada, Australia, and New Zealand, social class is determined by a number of factors including wealth, education, profession, and source of income rather than just one, like income. Social class is something that one is born into in many ancient cultures.

In these communities, kinship carries more significance than education or wealth. Social class interests marketers because members of the same class often display comparable behaviors, including purchasing habits. Different social classes have different tastes in cuisine, travel, and

leisure activities, as well as different brand and product preferences. Some marketers target a single socioeconomic class. While Joe's Coffee Shop in lower Manhattan caters to lower-class customers, the Four Seasons restaurant in upper Manhattan attracts high-class diners. Media preferences vary throughout social groups; lower-class customers prefer television, while upper-class consumers choose books and periodicals. Even within a single media genre, like television, lower-class consumers choose soap operas and sports shows, whereas upper-class consumers favor news and drama [9], [10]. Advertisers must create conversation and content that resonates with the social class they are targeting since social classes also vary linguistically. A person's conduct is influenced by several tiny groups. Membership groups are organizations to which an individual joins and has a direct effect. Reference groups, on the other hand, may be used as direct (face-to-face) or indirect points of comparison or reference when developing an individual's behavior or attitudes. Individuals are often impacted by reference groups that they do not identify with. An aspirational group, for instance, is one to which a person aspires to join, such as when a young basketball player dreams of playing professionally and one day becoming like basketball great Lebron James.

DISCUSSION

Membership groups are those to which an individual belongs and has a direct effect. They comprise the main social groupings, such friends, neighbors, relatives, and coworkers that is, those with whom one regularly interacts informally. Religious organizations, labor unions, and professional associations are examples of secondary groupings; they are less informal and more official. Membership groups may be secondary groupings in certain civilizations. The religious affiliation of Mormons, for example, has a significant impact on their practices. Since Mormons abstain from alcohol, they provide a less desirable customer base for upscale dining establishments that serve wine and other alcoholic drinks.



Figure 1: Represents parameters of consumer markets [11].

Aspirational organizations that people would want to join but do not already belong to may also have an impact on people. For instance, even if they are not members of Hyatt's management team, a student in college may identify with this group and want to join it. Group influence has different weights depending on the product and brand. It usually works best when

the consumer can see the goods in the presence of people they respect. Private goods purchases are not much impacted by group influence. Some nightclubs are linked to certain reference groups, drawing patrons who are members of or want to be members of these organizations. City clubs and country clubs often draw members who want to associate with other people of similar backgrounds. Figure 1 shows parameters of Consumer markets.

Customer purchasing behavior may be significantly impacted by word-of-mouth influence. In general, suggestions and remarks from reliable friends, colleagues, and other customers are more reliable than those from commercial sources, such as salesmen or commercials. The majority of word-of-mouth impact develops organically when customers start talking about a brand they use or have strong feelings about. But more often than not, marketers may contribute to the development of uplifting dialogues around their businesses. Marketers of companies that are heavily influenced by groups must determine how to connect with opinion leaders, or members of a reference group that affect others socially due to their unique personality, expertise, abilities, or other attributes. This group is referred to as the influentials or prominent adopters by certain analysts. When these powerful people speak, customers pay attention. Marketers target opinion leaders for their goods by identifying and contacting them. Opinion leaders need to be on the guest list for events like restaurant grand openings and hotel first-anniversaries.

An opinion leader profile has been produced by marketing research company NOP. It was discovered that the likelihood of contacting an influencer is about four times higher than that of an ordinary individual. Additionally, it was shown that baby boomers are increasingly turning to important people for advice on dining establishments and travel destinations. For this reason, businesses such as Heineken host parties for powerful people. When these opinion leaders go out with friends, they want them to order a Heineken rather than wine or spirit, and they want their friends to follow suit. Businesses strive to sway opinion leaders in order to affect consumer ratings.

Buzz marketing is the process of recruiting or even producing opinion leaders to act as "brand ambassadors," promoting the goods of a business. Nowadays, a lot of businesses launch brand ambassador programs in an effort to convert well-known but regular consumers into brand advocates. According to recent research, these kinds of initiatives may boost word-of-mouth marketing campaigns' efficacy by up to 50%. For instance, to generate awareness on college campuses, JetBlue's CrewBlue program leverages actual customers. g. Online social networks are virtual communities where members interact and share knowledge and viewpoints. Blogs (like Gizmodo) and message boards (like Craigslist) are examples of social networking media, as are social networking websites (like Facebook and Twitter) and virtual worlds (like Second Life). Marketers will be greatly impacted by this new kind of business-to-consumer and consumer-to-consumer communication.

In order to advertise their goods and forge tighter bonds with their clients, marketers are attempting to capitalize on the potential of these new social networks and other "word-of-Web" chances. Rather of bombarding customers with more one-way commercial messaging, their goal is to engage with consumers via the Internet and social media and become a part of their lives and discussions. Brands on Twitter, for instance, include the Chicago Bulls and Burger King. On the "Nuts about Southwest" blog, workers of Southwest Airlines exchange anecdotes with one another and with customers. Hilton created H360 to facilitate communication and the sharing of best practices among its staff members worldwide. Family members have a big impact on what buyers do.

The family, which has been the subject of much studies, continues to be the most significant consumer purchasing group in American culture. Marketers are curious in the roles that spouses, kids, and parents play in influencing consumers' decisions to buy various goods and services. Husband-wife participation varies greatly depending on the kind of goods and stage of the purchasing process. The responsibilities that buyers play in changing consumer lives. In the United States, the woman has often handled the family's purchases, particularly when it comes to clothes, food, and home goods. However, all of this is changing as more spouses are ready to handle the family's purchases and as 70% of women work outside the house. For instance, women now decide or have influence over up to 80% of choices about purchasing cars, while men spend over 40% of their food shopping budget on anything from sophisticated kid-focused menus and exclusive offers to a plethora of kid-focused activities. On Mondays, kids eat free at Applebee's when an adult dinner is purchased. Children may create their own pizzas at Carrabba's Italian Grill using a ball of dough, cheese, and pepperoni slices that are baked in the kitchen.

Roy's servers at restaurants know the names of the youngsters as soon as they are seated. An official from Roy's explains, "We want them to get excited and happy immediately." Roy's also offers sundaes with children's names inscribed in chocolate and portable DVD players with movies and headphones upon request for youngsters. A Roy's executive adds, "They love seeing their name in chocolate." Roy's selfless dedication to ensuring the happiness of youngsters is obvious. Happy parents make happy children. One is a member of several groups, including clubs, organizations, and families. Role and status definitions may be used to determine a person's place within each group. A person's anticipated actions based on the expectations of others around them make up their position. Son or daughter, wife or spouse, boss or employee are examples of common positions.

Every job affects consumers' purchasing decisions. When eating with parents, for instance, college students could behave differently than when dining with friends. If someone feels that church-related events need thrift, he can be more cost-conscious than normal while buying a banquet for the men's club at his church. If the same individual is buying a banquet for his business, he may be more concerned with quality and detail than with pricing. Consequently, a person's buying habit is greatly influenced by their function at that particular moment. Our environment has an impact on our jobs as well. When eating at a fast-food restaurant as opposed to an upmarket one, people act differently.

They also have expectations on the duties that workers in various businesses need to fulfill. Dissatisfaction develops when these job expectations are not met.²³ For instance, patrons in a classy restaurant would anticipate having their chairs held while they are seated. If a White Castle hamburger restaurant employee helped with seating, the same patrons would be taken aback and probably even angry. Every position has a status that reflects the overall regard that society has for it. Individuals often choose goods that reflect their social standing. A business traveler may become unhappy, for instance, if all of the first-class seats on a chosen aircraft were taken. The passenger had no choice but to board in economy.

When asked what worried him most about flying economy, the passenger said that it was what other people he knew would think if they saw him seated in the economy class. He didn't seem to be bothered by the economy section's reduced quality of service or its smaller seating capacity. These examples demonstrate how rank and role are not fixed social characteristics. Many sales and marketing professionals have made grave mistakes in their assessments of the status and role of potential clients. Throughout their lives, people's purchases of products and services vary. Age typically influences preferences for entertainment, cuisine, vacation locations, and leisure activities. Marketers often ignore significant age-related considerations.

This is most likely caused by the significant age gaps that exist between the people who choose marketing tactics and the people who actually buy the product or service. A survey of seasoned travelers revealed that this group values big type on menus, grab bars in restrooms, night lighting, and clearly visible signage in corridors.

Researchers discovered that this information "is not usually included in advertising and information listings," despite the aspects' obvious significance. The phases of a family's life cycle can influence purchasing habits. Young single people often don't have many financial responsibilities and spend a large amount of their disposable cash on recreation. Young married couples without kids have large disposable incomes and go out to eat a lot. In fact, they eat out more often than any other demographic. Their restaurant purchases may shift to more carryout and delivery if they have kids.

The discretionary money might soar and dining-out costs can rise when the kids move out. Marketers often use lifecycle terminology to identify their target audiences, and then they create relevant goods and marketing strategies. The products and services a person purchases depend on their line of work.

Industrial food trucks that visit the working site often provide lunch for construction workers. While clerks may bring their own lunch or buy it at a nearby quick-service restaurant, business leaders often dine in full-service restaurants. Some consulting companies forbid their staff from dining at fast food establishments. These organizations' management don't believe it presents a good picture for their clients to watch \$300-an-hour consultants dining at a fast-food joint. Occupational groups with above-average interest in their goods are targeted by marketers. The choice of goods and the decision to buy a certain product are significantly influenced by an individual's financial circumstances. During recessions, consumers cut down on dining out, entertainment, and travel. They dine out less often, trading down in their selection of restaurants and/or menu items, and when they do, they hunt for a discount or coupon. Marketers must keep an eye on changes in interest rates, savings rates, and personal income. They are able to redesign, reposition, and reprice their goods in the event that economic signs indicate a crisis. Restaurants could have to introduce less expensive.

Even among those belonging to the same socioeconomic class, profession, and subculture, lifestyles may vary greatly. A person's hobbies, interests, and attitudes, as well as their way of living, define their lifestyle.

The "whole person" interacting with his or her surroundings is shown via lifestyle. Marketers look for connections between individuals who are goal-oriented and their goods. The chef may then more specifically target the achiever lifestyle with their eateries. The lifestyle features of travelers who buy all-inclusive vacation packages compared to those who book their own trip individually were found to differ. Travel buyers who opted for all-inclusive packages exhibited more social interaction, solicitude, and primary vacation purpose of relaxation. Travelers who favored individual travel plans tended to be more independent and alone. Among the most often used psychographic categories is the Values and Lifestyles (VALS) framework. The only psychographic segmentation system that is commercially accessible and has gained universal approval is the VALS framework. Based on psychological characteristics, the VALS divides all individuals in the United States into eight categories.

The segmentation technique is predicated on answers to a survey that includes 42 attitudinal questions, five demographic questions, and inquiries on the usage of websites and online services. Geodemographic methods have been criticized for assuming that all people are like their neighbors. Not every individual in a neighborhood is the same, even if certain areas may have a higher concentration of a particular kind of person. For instance, most communities are

home to families and single individuals. Cohorts are a categorization system created by Jock Bickert. Unlike other segmentation techniques that employ inferred or geographic data, cohorts are constructed using a wealth of real self-reported household-level data. Twenty-seven remarkably tight household groupings identify the Cohorts. A household-specific categorization is produced by cohorts. Marketing Highlight 1 is an example of how to use cohorts successfully.

Classifications of lifestyle are far from universal. For example, the advertising firm McCann-Erikson London identified four distinct British lifestyles: the chameleon (follow the herd), the sleepwalker (satisfied underachievers), the avant-gardians (interested in change), and the pontificators (traditionalists, very British). Five groups of Russian customers were recognized by the D'Arcy, Masius, Benton & Bowles agency: Kuptsi (merchants), Cossacks, Students, Business Executives, and Russian Souls. Russian Souls are described as timid, afraid of making decisions, and optimistic, whereas Cossacks are described as ambitious, independent, and status-seeking. A person's self-concept, often known as their self-image, is a notion that many marketers utilize in relation to personality. Every one of us has a sophisticated mental image of themselves, and we typically act in ways that are consistent with that image.³² Individuals who consider themselves to be gregarious and energetic are unlikely to book a cruise holiday if they think of cruises as senior citizens lounging on lounge chairs. They would be more inclined to choose a trip that included skiing or scuba diving. With considerable success, the cruise line business has transformed its image from one of "geriatric" travel to one of active and outgoing travel.

The choice of leisure activities, such as golf, sailing, dirt bike riding, fishing, and hunting, is undoubtedly strongly influenced by one's self-concept. Boaters who prefer sailing over motorboats will attest to the distinctions between the two types of operators. Those who operate motors are referred to as "stink potters" by yachters and sail boaters. The sailing community is seen by stink potters as stuffy, conceited, and often unfunny. A person is always in need of various things. Some are biological, resulting from pain, hunger, and thirst. Others stem from psychological states of stress, such as the desire for acceptance, respect, or a sense of belonging.

The majority of these requirements aren't powerful enough to spur someone to action at a certain moment. When a need is sufficiently awakened, it transforms into a motivator. When someone is in a condition of stress, they act to defuse it. Theories on human motivation have been established by psychologists. The popular theories of Maslow and Herzberg have distinct implications for marketing and consumer analysis. A driven individual is prepared to take action. That person's view of the circumstances affects how they behave. Depending on how they interpret the circumstances, two persons with the same motive may behave quite differently in the same circumstance.

The servers at T.G.I. Friday's may be seen by some as informal and uncultured, while others may think of them as gregarious and upbeat. Those in the second category are the focus of Friday's.

Why do different individuals see the same issue in different ways? The flow of information via our five senses sight, hearing, smell, touch, and taste allows each of us to perceive a stimulus. But how we absorb, organize, and interpret this sensory data varies from person to person. The process by which a person chooses, arranges, and interprets data to build a meaningful understanding of the world is known as perception. Everyday stimuli that people are exposed to are very numerous: Over 1,500 advertisements may be seen by the typical individual each day. The majority of stimuli are filtered out since a person is unable to pay attention to all of

them; this technique is known as selective attention. Because of selective attention, marketers must put forth a lot of effort to get customers' attention. People learn via doing. Learning is the term used to characterize behavioral modifications brought about by experience. Human conduct is mostly learnt. According to learning theorists, drives, stimuli, cues, responses, and reinforcement interact to produce learning.

Customers discover a product via their use of it. Convention site selection committee members often try out other hotels' offerings. They check out the hotel's amenities, dine in the restaurants, and observe how polite and competent the personnel is. They choose a hotel to hold the event based on the information they have acquired. They had another encounter with the hotel during the event. They will either feel fulfilled or unsatisfied, depending on their experience and the experiences of the convention attendees. Hotels need to assist visitors in understanding the caliber of their amenities and services. First-time visitors are given tours of luxury hotels and informed about the amenities available. Staff members should keep returning customers informed about the hotel's offerings via letters and brochures.

CONCLUSION

Researching consumer markets and purchasing patterns yields important information for developing successful marketing plans in the travel and tourism sector. Through the examination of psychographic, behavioral, and demographic information, marketers are able to divide up markets and tailor their strategies to certain customer segments. Comprehending consumer behavior facilitates the process of forecasting purchase choices and creating customer-relevant targeted advertising campaigns. Through the use of market research tools, customer preferences and trends may be continuously monitored, allowing for proactive modifications to marketing tactics. Tourist enterprises may improve customer satisfaction and foster closer relationships with clients by addressing the psychological and cultural factors that impact purchasing decisions. Leveraging insights into consumer markets and behavior is still essential to generating success and attaining sustainable development in the tourist industry, even as consumer tastes change and competition heats up.

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CHAPTER 10

EXPLORATION OF ORGANIZATIONAL BUYER BEHAVIOUR OF GROUP MARKET

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ABSTRACT:

The study of organizational buyer behavior in the group market aims to comprehend how companies and organizations choose what to purchase for events and group travel in the travel and tourism sector. In this specialist section, the motives, preferences, and decision-making processes of organizational purchasers are analyzed. These buyers often look for experiences that are distinctive, convenient, and affordable for their groups. Organizational buying behavior is heavily influenced by a number of important aspects, such as the capacity to accommodate a wide range of group demands, destination appeal, logistical viability, and budgetary concerns. Methodologies for market research, including surveys, interviews, and case studies, are used to get information on the preferences and behaviors of organizational buyers in the group travel industry. Through comprehension of these factors, travel and tourism marketers may customize their products and services, create focused marketing campaigns, and build trusting connections with corporate customers to increase satisfaction and loyalty.

KEYWORDS:

Budget Considerations, Group Market, Organizational Buyer Behavior, Tourism Industry, Travel Preferences.

INTRODUCTION

Demand for consumer products or services is the ultimate source of organizational demand, which is derived demand. It originates from or is a byproduct of the companies that provide meetings, special events, and other services to the travel and hospitality sectors. In the same week, Las Vegas has two conventions selling accessories for vehicles. These goods include navigation systems, specialized tires, audio systems, and related goods. Over 100,000 individuals have attended these performances together [1], [2]. The market for these goods will collapse if auto sales decline. The businesses that install and sell the products will spend less on travel. The number of conference attendees will decline, which would result in lower earnings for Las Vegas's hotels, casinos, eateries, and entertainment venues. Marketers may find new organizations, businesses, and sectors by doing a thorough environmental scan [3], [4]. They examine these companies in order to identify potential business partners. Hotel managers should be aware of the associations' and companies' financial standing. Managers must find thriving sectors to replace lost business if customers experience financial difficulties before it has an impact on revenue per available room (RevPAR).

A corporate purchase often entails more purchasers and a more professional buying effort than a consumer transaction. Companies that have meetings in hotels on a regular basis could employ in-house meeting coordinators. Negotiation skills are taught to meeting planners in the industry. They are members of organizations like Meeting Planners International (MPI), which provides its members with up-to-date negotiation skills education. Finding the greatest deals on hotels, rental cars, and flights is the responsibility of a business travel agency. Thousands

of employment for salespeople are therefore created by the need that hotels employ well-trained salesmen to interact with well-trained consumers [5], [6]. Furthermore, a convention service manager is assigned to the account when the meeting is sold, and their job is to collaborate with the meeting planner to ensure that the event is executed to the planner's specifications. Meeting-related employment outside the hotel include convention and visitor bureau salespeople, corporate meeting planners, association meeting planners, and freelance meeting planners. Purchasing choices for organizations are often more complicated than those for consumers. Large quantities of money, intricate technical characteristics (room sizes, configurations, breakout spaces, audiovisual (AV) equipment, and the like), financial concerns, and interactions between several individuals at all organizational levels are often involved in their acquisitions. Compared to the consumer approach, the organizational buying process is often more structured and involves a higher level of professionalism. It is more probable that more persons will take part in the decision-making process when the purchase is more complicated. A one-day sales meeting with twenty participants may cost several thousand dollars in total. It will pay off for a business to get quotations from many hotel chains and take the time to compare the offers if it is hosting a number of sales meetings around the nation.

There is typically a great deal of mutual dependence between the buyer and seller in the organizational purchasing process. The process of selling is consultative. The employees of the hospitality company create imaginative and engaging cuisines, theme parties, and coffee breaks. To resolve issues, the staff collaborates with meeting organizers. To put it briefly, the employees put in a lot of effort and collaborate closely with their association and corporate clients to develop unique solutions that meet their objectives. In order to keep consumers coming back, hotels and catering businesses must both satisfy their present demands and plan forward to satisfy their future ones [7], [8]. Hotels, banquet halls, restaurants, museums, and other locations that suit an organization's requirements are used for meetings and group events. A few graduates of hospitality and tourism degrees will work as meeting planners; others will support the meeting planners as caterers, hotel convention service managers, restaurant banquet managers, or meeting space and banquet sales representatives.

The term "all those individuals and groups who participate in the purchasing decision-making process, who share common goals and the risks arising from the decisions" refers to the decision-making unit of a buying organization, often known as the buying center. Although they do not make the ultimate choice, influencers have a direct impact on consumers' purchasing decisions. They often aid in the definition of specifications and provide data for assessing alternatives. The choice of a conference place may be influenced by previous trade association presidents. The choice of locations for meetings, seminars, conferences, and other group events may be greatly influenced by executive secretaries, spouses, regional managers, and a host of other individuals. When making purchases, organizational purchasers are influenced by a variety of factors. Some suppliers believe that economic factors have the greatest impact.

They believe that customers would choose the provider that gives the best deal, the greatest goods, or the most services. According to this perspective, marketers in the hotel industry should focus on pricing and cost factors. Some people think that customers react to things like attention, perks, or avoiding risks [9], [10]. Research conducted on purchasers in 10 major corporations found that moods and emotions influence business decision makers' choices. They purchase from reputable businesses, pay attention to "image," and give preference to providers that treat them with decency and thoughtfulness. Figure 1 shows aspects of group market. They often reject businesses that do not reply or who take too long to submit their bids because they "overreact" to perceived or actual slights. As a matter of fact, organizational consumers often

react to both personal and economic reasons. Price becomes a significant factor when supplier offerings are strikingly comparable. Aside from price comparisons, purchasers must consider a variety of factors when choosing between items that vary significantly from one another. Purchasing products and services for personal use is not done by organizational purchasers.



Figure 1: Represents aspects of group market [11].

DISCUSSION

They purchase hospitality goods for staff training, employee and distributor rewards, and employee housing. The organizational purchasing process comprises eight steps, or "buyphases," that have been identified concept as the buy grid framework. When an employee of the business sees a need or an issue that may be resolved by purchasing an item or service, the purchasing process gets started. Recognition of a problem may arise from either internal or external cues. A new product may internally need a series of meetings to educate the sales team about it. When an employee needs training, a human resources manager could recognize this and schedule a meeting. A CEO could think that a weekend getaway will help the executive team rework the company's strategy. Externally, the buyer gets a call from a hotel salesperson offering a good corporate program, or they view an advertisement. Advertisers may help prospects recognize problems by creating advertisements and making phone calls. After identifying a need, the buyer proceeds to ascertain the product's specifications and creates a broad description of the demand.

This would cover the needs for coffee breaks, food and drink, meeting space, audiovisual equipment, and sleeping rooms for a training session. The director of human resources, the training manager, and possible attendees collaborate with the corporate meeting planner to understand the needs of the gathering. Together, they weigh the significance of the cost, the location for meetings and sleeping quarters, the food and drink, and other elements.

The buyer might get support from the hotel marketer at this stage. The consumer often isn't aware of the advantages of certain product characteristics. Alert marketers may assist buyers in identifying the requirements of their organizations and demonstrating how their hotel can meet those objectives. The particular needs for the meeting may be formed once the overall requirements have been established. For instance, twenty guest rooms, a twenty-five-person conference space equipped with a whiteboard and overhead projector, and a separate lunch area could all be needed for a meeting. The information requirements are more complicated for bigger gatherings that include an exhibit space. Water availability, door widths, ceiling heights, security, and methods for collecting and storing things before the event are among the often-

requested details. Salespeople need to be ready to respond to inquiries from potential customers on their hotel's ability to meet the requirements of the product. Upon compiling a shortlist of potential suppliers, hotels that satisfy the requirements are asked to submit bids. As a result, hotel marketers need to be proficient in proposal writing, research, and presentation. These aren't just technical publications; they should also have a marketing focus. To differentiate their business from the competition, companies should strategically align their company's resources and talents. A lot of hotels have produced films specifically for this use. Meeting organizers may now take a visual tour of the meeting area thanks to technology. Businesses like emarketing360.com are experts in filming meetings and putting the footage online for potential customers to see. A website called Meeting Matrix offers movies and room schematics along with meeting information. This makes it easier for conference organizers to pick a venue or even reduce their options without physically seeing it. The latter would probably consist of consumers who have great confidence in the brand.

Before making the final decision, the company could try to bargain with its favored suppliers for better terms and pricing. The hotel marketer has a few options for responding to the request for a discount. For instance, the dates may be shifted from a time of great demand to one when the hotel is in need, or the menus could be altered. The marketer might highlight the benefits of the services the customer is presently receiving, particularly if those services outperform those of rivals. With the hotels of their choice, the buyer now drafts the final order, which includes the meeting's technical order-routine parameters. In response, the hotel extends an official contract offer to the buyer.

The contract details minimum guarantees for food and beverage events, as well as cutoff dates for room blocks and the date on which the hotel will release the room block for sale to other guests. Lack of minimum guarantees has caused several hotels and restaurants to lose money on banquets that could have been lucrative.

Group business is one of the most significant categories of organizational business. Marketing managers should be aware of the distinctions between a group market and a consumer market. Compared to the consumer market, the group business market is often more complex and demands more technical understanding. Group marketplaces often reserve spaces more than a year in advance. Because purchasers may experience cognitive dissonance during this period, marketers need to get in touch with them to reassure them that selecting the seller's hotel was the proper choice.

Conventions, association meetings, corporate meetings, and SMERF (social, military, educational, religious, and fraternal organizations) groups are the four primary types of group business. Large crowds attend conferences, yet meetings take place much more regularly. Every year, more than 1.25 million corporate or business meetings take place in the US. A quarter of a million conventions and conferences are produced by associations, the most of which are conferences. Eighty-four persons attend an average company meeting, compared to four thousand four hundred at a conference.⁷ The hotel's ability to accommodate the attendees is a crucial factor for conference organizers to take into account while selecting a location. Although bigger hotels might draw conferences, most hotels can host hundreds of smaller gatherings.

For most hotels, group business represents a significant market share. Hotels that are successful understand which groups to target, how to leverage group business to fill dates that are unavailable, and how to pitch groups on the advantages of the hotel rather than simply its pricing. As a specialized market, conventions need large meeting spaces. They typically consist of general sessions, committee meetings, and special interest sessions and are held at an

association's annual convention. Small and medium-sized gatherings may be accommodated by hotels with convention spaces, such the Atlanta Marriott Marquis or the Chicago Hyatt. Tens of thousands of delegates regularly attend conventions that are held in large venues, like New York's Jacob Javits Convention Center.

The reason they are termed citywide conventions is because the participants stay in hotels all across the city. In the US, there are over 14,000 conferences hosted annually. Delegates to conventions stay for an average of 3.6 days and spend slightly more than \$1,500 on each event. Approximately \$350 of this sum is used for hotel. Convention locations are often chosen by associations two to five years in advance, with some major gatherings scheduled up to 15 years in advance. October is the busiest month for conferences, with November, September, and April following closely behind. While some groups would like have their conventions in the same place every year, others would rather relocate it to a new part of the nation.

The sponsoring group may make a significant amount of money from the conference. The main sources of income are the trade show's display space sales and registration fees from guests. Suppliers get the opportunity to display and offer their goods to association members during a trade exhibition. Businesses like GES Exhibition Services collaborate with the association and conference facility to provide booth setup, electrical connections, and other services that guarantee trade show exhibitors have everything they need to erect their displays. The quantity of participants affects the price that may be paid for display space. An organization searches for locations that will appeal to and be easily accessible to its members when selecting a conference venue. For the person organizing the conference, food quality is crucial. Impressive dinners, unusual cocktail parties, and distinctive coffee breaks may set a conference apart from the competition, and participants will talk about it with their peers.

On the other hand, attendees may feel negatively about the conference if the food and service are subpar. When required, support services must be accessible. It is essential to promptly replace or repair a malfunctioning DVD player to prevent disruptions to the presenter's flow. Many hotels get this equipment from separate AV businesses under contract, and they also handle its maintenance.

The AV firm is able to combine workers and equipment throughout the city. Therefore, the firm can provide the people and equipment required to organize the event when a group has specific AV requirements. AV businesses maintain an office inside major hotels to house personnel and store equipment. AV firms provide on-site technicians for big gatherings, who stay with the group to address issues as they arise and make sure speaker presentations go according to schedule. In this arrangement, the hotel invoices the customer for the AV and then pays the AV firm a certain proportion of the costs—for instance, the AV company often receives 60% of the total payments, with the hotel retaining 40%.

Since over thirty percent of meeting planners utilize meeting-specific software, it is crucial to make your meeting facilities accessible online. The most popular websites viewed by meeting planners (99 percent of them) are local city sites, hotels, convention and tourism bureaus, and other online resources. Convention organizers also place a lot of importance on billing practices. Hotels that don't have a customer-focused accounting staff or that take billing for granted may find themselves in trouble with billing. Expert organizers of meetings want bills that are clear, precise, and sent on schedule. If these qualities are absent, the bill may be a nightmare. In addition to amenities and prices, food quality, billing practices, and the hotel's staff's professionalism and attentiveness are crucial characteristics for a conference planner. The accessibility of hotels and other facilities, the simplicity of transit, the distance from participants, and the cost of transportation are the most crucial factors for an organization

meeting planner when choosing a site. The convention market places more value on climate, leisure, and cultural offerings than it does on other factors since the main attraction of the gathering is itself.

A corporate meeting is a command performance, therefore the association meeting planner looks for the same things as the convention planner food quality, pricing, meeting spaces, billing policies, and other aspects while choosing a hotel. They had no option but to follow instructions and go to the meeting. A little lead time is one consequence of mandatory attendance. Companies often schedule meetings with a few weeks' notice because they are exempt from the need to create and execute a marketing strategy for the purpose of drawing attendance. A board meeting with ten to twelve persons might be as small as a sales meeting with several hundred attendees. Eleven to twenty-four individuals attend thirty-five to forty-nine percent of business meetings, fifty to ninety-nine people attend eighteen percent, and more than one hundred people attend more than eighteen percent. Corporate meeting organizers want to make sure that their events are profitable and that their investment is well-allocated. Ensuring seamless meetings is essential to their success. In order to attract and maintain corporate meeting business, hotels must ensure that their meeting rooms are suitable in size and configured correctly. Meeting organizers prioritize sleeping rooms because they want participants to feel at ease. They are also worried about the food's quality. Recreational amenities could be crucial as well. During a multi-day technical conference, it is beneficial for participants to connect outside of scheduled sessions. Tennis or golf may be utilized to promote social interaction among participants and break up the monotony of class sessions. A nighttime excursion to a nearby restaurant, athletic event, or cultural event might also provide attendees with a fun diversion.

Selecting a hotel is influenced by corporate culture as well. Salespeople for hotels need to become familiar with the corporate culture of their clients in order to explain the advantages that the hotel may provide. Some businesses believe that rather than being opulent, meetings should be austere. These businesses could believe that by leading by example, they are motivating their staff to make prudent financial decisions. Some see meetings as a well-earned vacation when staff members may unwind and have fun. Businesses are ready to spend extra on food and drink, entertainment, and luxurious hotel accommodations during meetings because they feel that these events should both reenergize and educate staff members and increase their passion for the organization. Hotel companies are becoming more interested in the small business convention, which has less than fifty rooms.

Thousands of little meetings are conducted each month, despite their modest size in terms of attendees. Small meetings are a market that hotels and hotel chains have targeted with customized packages; major hotels tend to ignore this market. High-end hotels in Beverly Hills, such

The Peninsula and L'Ermitage, target business gatherings where cost is not an issue. Additionally, Sheraton has created executive conference facilities. Board meetings, training sessions, and strategic planning sessions are intended uses for these centers. After conducting focus groups with customers to learn about their preferences for short meetings, the centers designed the facilities that are now included in their executive conference centers and smart meeting rooms.

"Sheraton Smart Meetings," a program created to provide small meeting planners the technology required for today's meetings, is available at select Sheraton hotels around Europe. Rooms with built-in projection, data port entry in the floor, ISDN connections, and landline videoconferencing are all available with the smart meeting. Small gatherings often need a 30-

day notice period or less, thus Sheraton has accelerated the reservation process by focusing on last-minute bookings for groups of fifteen to forty individuals.¹⁸ The Holiday Inn Oceanfront, situated in Ocean City, Maryland, close to Washington, D.C., has created a brief meeting agenda aimed at the many government organizations in the vicinity. For a fixed fee per person, their "government package" includes a double occupancy room, continental breakfast, AV-equipped conference space, and morning and afternoon refreshment breaks. Meeting organizers find it simple to comprehend their expenses because of the fixed pricing. Small meeting organizers are often not meeting planners, thus making the preparations simpler is essential. The conference package is only accessible on Sundays through Thursdays, leaving the weekends free for beach excursions by leisure visitors.

CONCLUSION

In order to effectively sell to and provide services to the tourist sector, it is essential to investigate organizational buyer behavior in the group market. Through an awareness of the distinct requirements and decision-making processes of corporate purchasers, tourism enterprises may create customized plans that satisfy the objectives of group travel. Buying choices in this market are significantly influenced by variables including logistical viability, destination appeal, and budgetary constraints. Marketers may match their products to the needs of corporate customers by doing market research to get information about travel preferences and habits. Enhancing client happiness and loyalty may be achieved via forging strong connections and providing unique experiences. It will be essential to modify marketing strategies to suit the tastes of organizational buyers as the demand for group travel continues to change if the tourism industry is to stay competitive and experience sustainable development.

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CHAPTER 11

INVESTIGATION OF MARKET SEGMENTATION, TARGETING AND POSITIONING IN TOURISM MARKETING

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ABSTRACT:

The study of market segmentation, targeting, and positioning (STP) in tourism marketing entails using strategic methods to identify distinct segments within the diverse tourism market, choose which of these segments to target, and arrange goods and services to effectively appeal to those segments. Travelers are categorized by market segmentation according to attributes including behavior, psychographics, and geography. Targeting entails determining which segments have the most chance of being profitable and expanding by assessing how appealing each segment is. To set products apart from rivals, positioning comprises developing a unique brand image and value proposition that appeals to the selected target groups. Businesses may improve consumer happiness and loyalty, optimize resource allocation, and customize marketing messages by using effective STP techniques in tourist marketing.

KEYWORDS:

Market Segmentation, Positioning, Targeting, Tourism Marketing, Value Proposition.

INTRODUCTION

Businesses nowadays understand that they can't appeal to every consumer in the market, or not every consumer in the same manner. Consumers' requirements and purchasing habits are too diverse, too numerous, and too dispersed. Furthermore, the organizations themselves range greatly in their capacity to cater to various market sectors. Rather, much like Dunkin' Donuts, a business has to pinpoint the segments of the market that it can effectively and financially service. It must create marketing plans centered on the needs of the target audience in order to cultivate the ideal clientele [1], [2]. Target marketing, which involves identifying market groups, choosing one or more of them, and creating goods and marketing campaigns customized for each, has replaced mass marketing in the majority of businesses. Businesses are concentrating on the customers who are highly interested in the values they produce rather than dispersing their marketing efforts.

The three main processes in target marketing are First, segmenting a market into discrete groups that may need different goods and/or marketing strategies is known as market segmentation [3], [4]. The business determines several methods of market segmentation and creates profiles of the ensuing market segments. The second phase involves identifying one or more market segments by assessing each segment's attractiveness. Creating a competitive positioning for the product and a suitable marketing mix constitute the third phase in the process of market positioning. Buyers in different markets have different characteristics. Their resources, locations, purchasing attitudes, and purchasing behaviors may vary. Customers may constitute their own market since they all have different demands and preferences. A vendor should ideally create a unique marketing strategy for every customer. For instance, a caterer may alter the entertainment, cuisine, and environment to suit the requirements of a particular customer.

However, due to expenses, the majority of businesses are unable to provide total segmentation. As a result, businesses search for diverse groups of customers with varying product requirements and purchasing patterns [5], [6]. Young single folks and married adults traveling with little children, for instance, have distinct demands. Club Med created family-friendly resorts as well as resorts for childless couples. There are several instances of segmentation based on a range of factors in the restaurant business. A restaurant cannot effectively satisfy every consumer in an eating-out market since every customer group may have distinct product preferences.

The eatery has to identify the customer segments that are readily reachable and those that are not responding. A restaurant looking to get an advantage over its rivals has to look at market segments, which include finding one or more subgroups of consumers within the overall market and focusing its efforts on satisfying their demands. Geographic information is effectively used by hospitality organizations like Starwood Hotels and Resorts in their database systems. With this data, you may create promotions that are highly targeted, unique packaging, and local cuisine for your visitors. When a database isn't used effectively, businesses are forced to depend on mass marketing strategies that most receivers find uninteresting.

Understanding regional client preferences enables a business to adjust or alter its line of products. This is especially crucial in North America and Europe, since immigration has produced consumer groups with very disparate tastes in goods and services. For instance, several hotels now need prayer rug spaces due to the rise of Muslim marketplaces. Hyatt started an initiative to provide meals from the area [7], [8]. The four seasons hotel in Washington, D.C. become so worried about serving regional food that it signed agreements with surrounding farms to guarantee a supply of regional goods that weren't always accessible from wholesale suppliers. Cultural variations across geographic areas typically need product development for local clients when businesses grow abroad. For instance, KFC adapted their menu to suit local preferences in China by include dishes like the Dragon Twister, a sandwich packed with chicken strips, cucumbers, scallions, and Peking duck sauce. Even its mascot, Chicky, is a kid-friendly Chinese figure who KFC claims has become "the Ronald McDonald of China."

The range of a restaurant's market reach, which could range from two miles for a fast-food establishment to fifty miles or more for a specialized restaurant, is determined by the geographic information about its patrons. Customers' zip codes may be asked for in customer origin research, or more complex studies can be conducted to build customer databases that include other customer data in addition to the geographic data. Information on the origin of a client may be used to demonstrate how a customer base dwindles with distance, how competition affects business, and where media is placed. Innovative spatial segmentation is essential to the prosperity of local and regional tourism. Travelers need a compelling cause to cover hundreds or thousands of kilometers to reach their destinations.

A common concern is that, with chain stores for dining, shopping, entertainment, and accommodation, communities are becoming more and more comparable. Sedan, Kansas, was an isolated community that seemed to be about to perish not too long ago. Then, the town and the surrounding region were envisioned differently by Bill Kurtis, a native of Kansas. In addition to producing shows for the A&E Television Network such Investigative Reports and Cold Case Files, Kurtis was the host of American Justice and the CBS Morning News. He started an initiative to revitalize the town and turn it into a hub for unique prairie art. Locations such as Taos, New Mexico, and Santa Fe, Colorado, provided glimpses of the possibilities. Today, Sedan's redevelopment process got underway. Main Street is now home to distinctive eateries, quilt shops, antique stores, and other niche merchants, in addition to prairie artists. With 80,000 tourists, Sedan is only starting to see a resurgence. Growing up close by and

running a bed & breakfast, Judy Tolbert stated, "It is just mind-boggling to see what can happen." Marketing is divided into groups according to demographic factors including age, life cycle, gender, income, profession, education, religion, race, and country. This process is known as demographic segmentation [9], [10]. Among the most often used grounds for segmenting client groups are demographic data. Figure 1 shows position in tourism markets.

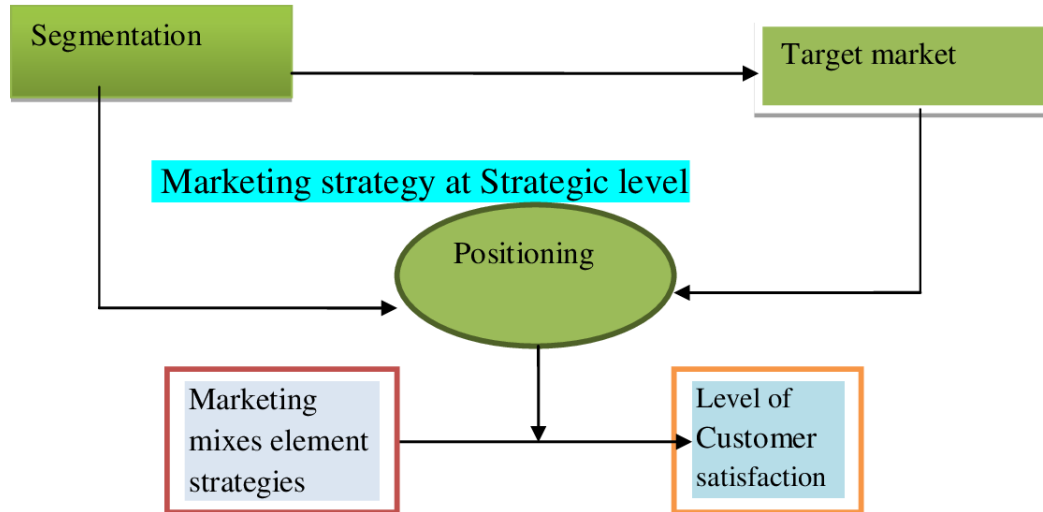


Figure 1: Position in tourism market [11].

DISCUSSION

One explanation is the frequent correlation between demographic characteristics and customer requirements, desires, and consumption rates. The ease of measuring demographic factors is another. Demographic features are necessary to determine the size of the market and effectively reach it, even in cases when market divisions are initially created based on other criteria, such as personality or behavior. We now demonstrate the use of certain demographic criteria to market segmentation. As people age, their tastes alter. Certain firms target distinct age and life-cycle groups with different goods or marketing approaches.

Some businesses concentrate on certain life stage groups based on age. As an example, although customers of all ages enjoy Disney cruises, Disney Cruise Lines mainly caters to families with kids of various sizes. The majority of its locations and activities on board are intended with parents and their kids in mind. Disney offers family time or individual time alternatives for parents and other adults, teen-only rooms for older youngsters, and experienced counselors who assist smaller children in participating in hands-on activities while they're on board. It's hard to come across a Disney Cruise Lines advertisement or website that doesn't show a happy family.

On the other hand, older adult couples and individuals are the main demographics catered to by the luxurious smaller-boat cruise company Viking River Cruises, which conducts trips down the world's major rivers. Marketers that use age and lifecycle segmentation need to exercise caution to avoid perpetuating misconceptions. While some 80-year-olds embody the image of the frail old man, others engage in tennis. In a similar vein, some 40-year-old couples are starting new families, while others are sending their kids off to college. As a result, a person's age often provides little insight into their demands, purchasing power, employment or family status, health, or life cycle. Businesses that sell to older audiences often use upbeat imagery and pitches. For instance, an advertisement for Carnival Cruise Lines' Fun Ships shows a kid and an elderly boomer sliding down a waterslide, with the message "fun has no age limit." The

mature market is the target of American Express Travel and Vacation Services' majority of its marketing efforts since seventy percent of reservations made by the tour industry come from people in this age range. Historic restorations like Old Salem and Williamsburg host a high proportion of bus trips full of senior tourists. This market segment is crucial to the overall museum and historic site sector.

One of the travel industries in North America with the quickest rate of growth is heritage tourism. The aging of the population has a major impact on this market's development. Despite becoming older, the baby-boomer generation in the United States has little interest in led excursions. Baby boomers who want to travel and discover new things but also desire the convenience of a package rather than having to make their own arrangements are the target market for Monograms, a vacation package created by American travel agency Globes & Cosmos. Similar to conventional packages, the trips visit certain locations for a predetermined amount of time, but there is no herding of passengers.

Product and service marketers have been using income segmentation for a long time. Income segmentation works especially well in the accommodation sector. Upmarket hotels and resorts, country clubs, and box seats at sporting venues all aim to attract wealthy patrons and companies. Recently, the Four Seasons Miami offered a Five Diamond package that included a stay in the presidential suite with a bottle of 1990 Dom Perignon Oenotheque champagne, caviar for two, and an 80-minute in-suite couples massage using a lotion infused with real ground diamonds. The package also included a two-carat Graff diamond eternity band or another diamond piece designed to your specifications. Income is not necessarily a reliable indicator of who will purchase a certain product or service.

A few affluent metropolitan restaurateurs have established locations in the affluent suburbs. The high salaries of suburban households drew them in. But a lot of them had to shut. Why? Most people who live in cities are either single or in marriages without kids. They have a lifestyle that involves regular eating out and a big percentage of their money being discretionary. The National Restaurant Association reports that although married couples only spend 37% of their food budget on eating out, singles spend over 50% of their food budget on dining out. However, despite having a higher average family income, suburban households tend to allocate a larger portion of their income to housing, cars, and kids. For the restaurant business, singles are a key consumer niche. It is evident that fractional ownership is a product intended for the upper income segment. Prominent hotel brands, such as Starwood, Hyatt, Ritz-Carlton, and Four Seasons, provide partial ownership of resorts. Partially owning a property is known as fractional ownership. For example, the typical ski area property in Aspen costs \$4 million. With the Timber Company fractional ownership, an eighth share of the three-bedroom lodge costs around \$430,000, in addition to approximately \$10,000 in annual dues. In essence, the marketing of resident clubs, or fractional ownership, is a high-end real estate function.

Some people are concerned that the market for expensive hotels may suffer as a result of fractional ownership. That could still occur if fractional ownership expands, but others see it as a crucial element of expensive establishments like the Ritz-Carlton as fractional owners want hotel services. In fact, a lot of hotel-related fractional ownerships include services including airport transportation, ski concierge, spas, food replenishment, restaurant reservations, property maintenance, and bookings. The concept's original creator, Steve Dring, thinks that few fractional ownership businesses would start in resort areas without combining elements of an upmarket boutique with a hotel.

The idea also extended to jet and boat ownership. Buyers are divided into many categories by psychographic segmentation according to factors including personality traits, lifestyle choices,

and socioeconomic class. Even among members of the same demographic group, psychographic traits might vary greatly. Because of this, marketers often divide up their target markets based on the lifestyles of their consumers and develop lifestyle-based marketing campaigns. As an example, car-sharing nicer cars are rented from Zipcar by the hour or the day. However, it does not consider itself to be a car-rental business. Rather, it aims as if it were improving the metropolitan lives of its clients. The CEO of Zipcar asserts, "It's about urban life, not cars." Renting a parking space in New York might cost as much as renting an apartment in another city. There is also excellent public transit in New York. A large portion of Manhattan's population does not own a vehicle. Their vehicle is Zipcar. Preferences for vehicles, clothing, house furnishings, recreational pursuits, reading habits, and stores are significantly influenced by social status.

The Ritz-Carlton's afternoon tea caters to upper-class and upper-middle class people. A local bar close to a factory caters to the lower class. Customers from each of these businesses would most likely feel uneasy at the other businesses. Marketer's separate markets based on personality traits, giving their goods identities. Cruise companies, for instance, cater to those who are adventurous. Couples and families seeking an active escape can find hundreds of activities at Royal Caribbean, including ice skating and rock-climbing walls. A commercial titled "This is more than a cruise" and accompanied by the song "Lust for Life" by Iggy Pop advises potential buyers to "get out there." In contrast, the Regent Seven Seas Cruise Line caters to senior couples looking for a more sophisticated atmosphere, more somber and intelligent travelers, and exotic locations like Asia. They're invited to join Regent as "luxury goes exploring." Founder Dave Thomas has a wonderful personality that created Wendy's.

Sadly, Dave went away, leaving the firm without a unique individual. This is one of the main reasons why fictitious characters who can take on personalities and never age is used by businesses like McDonald's and Jack in the Box. Dollywood in Pigeon Forge, Tennessee, employs personalities in one of the most noteworthy ways. The well-known country-western singer Dolly Parton is honored with the name of this amusement park. What will happen after Dolly leaves is a mystery. Although the younger generation may not have heard of her, the existing generation could still remember her. Customers might be categorized based on the circumstances surrounding their purchases or product use. Event segmentation aids businesses in increasing product use. For instance, family, business, or vacation-related events might lead to plane travel. Commercials for airlines targeting business travelers often highlight the advantages of service, convenience, and on-time departure. Prepackaged vacations, appealing locations, and affordable airfares are all used in airline marketing targeted at leisure travelers. Family-oriented airline marketing often features kids visiting relatives on their own while being closely supervised by an airline staff member. This kind of messaging is especially pertinent to the single-parent market.

Businesses may increase product utilization by using occasion segmentation. Mother's Day, for instance, has been marketed as an occasion to treat your wife or mother to dinner. The honeymoon market is one that has a lot of promise for the hospitality sector. In many cultures, parents or other family members cover the cost of the honeymoon travel. The honeymoon package might include luxury goods and services like a hotel room and first-class travel as a present. Certain hotels, like those in Pennsylvania's Pocono Mountains, cater specifically to honeymooners. There are rooms that have spas shaped like champagne glasses and beds fashioned like hearts. Guam, Hawaii, New Zealand, and Australia's hotel industries notably benefit from the Japanese honeymoon market. Group honeymoon trips, when a number of married Japanese people take part in a tour of one or more locations, have shown to be effective.

An elegant restaurant in Edinburgh, Scotland called The Witchery at the Castle has a surprising perk. Couples celebrating an anniversary or honeymoon reserve a candlelit supper for themselves and spend the night in a secret higher chamber that is accessed by a narrow stairway. They are thrilled to see the exquisite antique furniture, candles, a feather bed with the blanket drawn back, and an ice-filled bottle of champagne as soon as they walk into the room. The "Room at the Inn" program, which Doubletree Hotels of Canadian Pacific offers to visitors in need of emergency housing between Thanksgiving and Christmas, is another example of special-occasion segmentation. These people go to see loved ones who are receiving emergency medical care. Referrals of qualified visitors are made by the United Way, the Red Cross, and local hospitals. A restaurant maintains a dossier on its regular patrons that includes information like their favorite captain, wines, table selection, date of arrival, and even physical appearance, which helps staff identify them more easily. This restaurant provides a separate reservation phone number to its VIP customers. Callers are recognized right away as important clients, enabling the viewing of their files. The host may provide individualized service by using the data in the file.

According to an analysis of resort marketing techniques, "to keep and expand the current market base" is the first and most fundamental approach. Resorts should remain in touch with their past visitors via direct mail to inform them about special events, deals, and new services and amenities in order to foster crucial repeat business. Seldom do marketers restrict their segmentation study to one or a small number of factors. Instead, they often use many segmentation bases in an attempt to pinpoint more precise, smaller target groups. As a result, a bank has the ability to categorize different groups of affluent, retired individuals based on their homes, lifestyles, assets, savings and risk choices, and current income. To begin with, a business has to gather and examine data on the projected profitability of each segment as well as the rates of current segment sales growth. Although "right size and growth" is a relative term, it will be drawn to segments that exhibit these qualities.

Some businesses want to focus on market niches that have significant present sales, rapid growth, and high profit margins. But not every business finds the biggest, fastest-growing industries to be the most appealing. Smaller businesses often discover that the bigger sectors are either too competitive or that they lack the resources and expertise necessary to service them. These businesses could choose to focus on smaller but possibly more lucrative market niches. Even with acceptable size and development, a sector may not provide profitable returns. The business has to look at a number of important structural elements that influence a segment's long-term appeal.

A section loses appeal, for instance, if it already has a large number of fierce rivals. Price and profit margins may be constrained by the abundance of real or hypothetical replacement items. For instance, the market for fast food restaurants has been impacted by supermarkets' entry into the take-out meal business. Segment attractiveness is also influenced by the relative power of purchasers. When buyers in a market sector have greater negotiating power than sellers, they will drive down prices, insist on higher-quality services, and drive rivals against one another. Large purchasers will have the power to negotiate a lower price, such as an airline with a Dallas hub that requires fifty rooms per night for flight crews.

Lastly, if a market has strong suppliers that set prices or lower the quality of the products and services that are purchased, the market may not be appealing. When suppliers are big and concentrated, there aren't many alternatives, or the product they provide is a crucial input, they are more likely to be strong. Restaurants that specialize on fresh seafood may only have a small number of suppliers in certain places. Every business has to weigh its goals and resources against the accessible markets. Certain appealing markets might be easily discarded if they

don't align with the long-term goals of the business. Even while these kinds of divisions might be alluring in and of themselves, they could take a company's focus and resources away from its primary objective. Alternatively, they might be a bad decision in terms of social responsibility, politics, or the environment. For instance, the 143-unit Joe's Crab Shack restaurants operated by Landry's, a hospitality firm with a variety of luxury and mid-scale restaurant concepts, were determined to not meet the company's profile. The CEO of the business, Tilman Fertitta, said, "Joe's has been an important part of our growth over the years.

CONCLUSION

Effective tourist marketing strategies must include market segmentation, targeting, and positioning. Businesses may deploy resources effectively and efficiently by carefully identifying target categories and segmenting the diversified tourist industry based on pertinent factors. In a competitive market, positioning strategies that highlight distinctive value propositions and connect with target groups aid in delivering differentiation. By providing customized experiences, effective STP initiatives not only increase customer happiness but also support long-term development and profitability. Remaining relevant and competitive in the tourist sector requires constant modification of STP strategies to changing customer demands and market conditions. Tourism companies can take advantage of opportunities, reduce risks, and bolster their market presence by giving segmentation, targeting, and positioning top priority. This will help them succeed in the long run and remain resilient in a fast-paced global economy.

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CHAPTER 12

ANALYSIS OF MARKET POSITIONING AND POSITIONING STRATEGIES

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ABSTRACT:

In contemporary marketing management, market positioning is an essential tactic as it sets the course of a business's whole marketing plan and affects long-term performance and profitability. This research emphasizes the need of developing a clear market positioning for a brand by reviewing the major viewpoints in definitions of positioning. It highlights how important it is to have a thorough grasp of positioning, including both its theoretical underpinnings and real-world applications. The research delves into many frameworks for brand positioning and branding, pinpointing the elements that provide a comprehensive strategy for positioning.

KEYWORDS:

Brand Positioning, Branding, Market Positioning, Marketing Strategy, Positioning Strategy.

INTRODUCTION

A business must choose which roles to fill in its target market segments after determining which ones to pursue. Customers' perceptions of a product's key characteristics establish its position, or the place it has in their thoughts in comparison to rival goods. There is an abundance of information available to consumers regarding goods and services. Every time consumers make a purchasing choice, they are unable to reassess items [1], [2]. Consumers "position" goods and businesses in their brains by classifying them to make purchasing choices easier. Marketers do not want to take a gamble with the placement of their items. After deciding which target markets would benefit from their goods the most, they plan positions in those areas and then develop marketing mixes to bring those positions to life. Wendy's is a prominent player in the fast-food hamburger industry, specializing in fresh, hot off the grill beef [3], [4]. When selecting a market-coverage strategy, businesses must take into account a number of aspects. The resources of the business are one element. The best course of action is focused marketing when the organization has limited resources.

The degree of product uniformity is another aspect. Homogeneous items are more suitable for undifferentiated marketing. Products with variable designs, like lodging and dining establishments, are more suitable for concentration or distinction. The life-cycle stage of the product has to be taken into account. It may be more cost-effective for a company to release a single version of a new product, in which case focused or undifferentiated marketing makes the most sense [5], [6]. For instance, compared to their current menu variety, the early McDonald's had a relatively little selection. Differentiated marketing becomes more practical when a product reaches a mature stage in its life cycle.

Homogeneity of the market is another element. Undifferentiated marketing is suitable when consumers have similar preferences, purchase products in similar quantities, and respond to marketing messages in similar ways. Lastly, it's critical to consider rivals' tactics. It might be

fatal to use undifferentiated marketing when rivals employ segmentation. On the other hand, a company may benefit from adopting focused or differentiated marketing while rivals employ undifferentiated marketing [7], [8]. While Checkers and Rally's double drive-through restaurants employ high-quality hamburgers at competitive pricing to position themselves in the market, Burger King is well-known for its flame-broiled cuisine. There are two ways to look at a hotel brand's position: from the management of the brand to the visitors. The target position of the hotel must be well understood by the brand's management. Its marketing initiatives must explain not just what the brand provides, but also how its products and services vary from those of competitors. Ultimately, a brand's standing is decided by its clientele. There are several positioning tactics available to marketers. They are able to arrange their items according to certain features. Positioning product attributes incorrectly may be harmful.

The feature must help the user in some way. Sandwiches from Subway are successfully positioned as a healthier option to burgers and fried dishes. It has eight sandwiches with no more than six grams of fat per serving. Its "Fresh Fit for Kids" initiative is intended for guardians. Its website has the following message: "You don't have to give up taste or nutrients when you're pressed for time. Select a Mini Sub (Roast Beef, Turkey Breast, or Black Forest Ham) and serve it with a mouthwatering side, such as slices of fresh apple. Next, choose between 100% juice and 1% low-fat white milk for a delicious, healthy dinner that the kids will enjoy. Since many individuals place a high value on nutrition, Subway has been successful in marketing it without compromising flavor. Not every business is able to choose important product qualities.

Advertised as the highest hotel in the world (and now the tallest in Southeast Asia), the Stamford Hotel is located in Singapore. When selecting a hotel, the majority of people are interested in the amenities, location, and other aspects; nevertheless, height is not a feature that many people appreciate. In fact, visitors to hotels often choose to remain on the lower levels because they believe they would have a higher chance of surviving an emergency. Benefits must be explained if a product feature that isn't typically connected with them is promoted. The Marina Bay Sands Singapore has effectively used its height to promote its SkyBar and swimming pool, using phrases like "Imagine swimming in the clouds, overlooking Singapore's skyline." The 150-meter swimming pool is the biggest infinity and outdoor pool in the world at such height, rising 200 meters into the sky [9], [10]. Currently, hotel guests may enjoy this ultimate experience. Savor the view from the most recognizable bar in Singapore.

The SkyBar is the ideal spot to relax and take in the view of the world below, situated above the Marina Bay Sands SkyPark observation deck. While enjoying specialty cocktails made by KUDÉ TA mixologists, take in the expansive view of the Singapore Strait and the city laid out before you. Lastly, items might be compared to a different product class. While B&Bs are positioned as a homey substitute for all other types of housing, cruise ships are positioned against other holiday options like destination resorts. meeting centers have positioned themselves against hotels that provide meeting spaces on a regular basis.

The majority of the luxury, five-star, full-service hotels in Asian markets, including Singapore and Hong Kong, are competing with world-class establishments like the Peninsula, Mandarin, Shangri-La, Conrad, and Grand Hyatt Hotels. There were less costly hotel options, but they catered mostly to the group-inclusive trip (GIT) and adjacent markets. Niche items started to appear as rack rates rose in these areas and as consumer familiarity with these locations increased. In Hong Kong, the YMCA is an unexpected niche rival. The YMCA has been refurbished to accommodate visitors from Australia, Europe, and the United States and has a prime position close to the waterfront. The YMCA's strong occupancy and guest satisfaction rates serve as a reminder to conventional five-star luxury facilities that visitors are open to

staying in other types of accommodations. An organization may set itself apart from rivals by combining advantages. It obtains a competitive edge by charging customers less for comparable items than rivals do, or by giving more advantages that outweigh higher costs. Unbundling items has sometimes been effective as a positioning strategy.

DISCUSSION

Many tourist resorts only offered the American Plan (AP), a packaged package that comprised all or most of the resort's amenities, including food and drink, until the early 1970s. A Friday night formal dance was included in a package, but many visitors no longer desired three meals per day. As a result, consumer tastes shifted. Resort management saw this practice and started differentiating their resorts by providing either a European plan, which did not include meals, or a modified American plan (MAP), in which lunch was not included. These days, an abundance of resorts, including four-star establishments in outlying areas, provide all-inclusive packages. Almost everything qualifies, with the exception of gambling and buying at on-site retail establishments.

Some all-inclusive packages now include activities like tennis, golf, and scuba diving that were not previously included. These days, it is rare for all-inclusive resorts to have its patrons dine at a predetermined table at a certain hour. Rather, a lot of them provide an option between an all-you-can-eat buffet, snack bar, grill, or other kind of restaurant. Some of the busiest eateries and events can need reservations. These resorts, which provide everything a tourist may possibly need for their holiday, are often found in isolated areas. All-inclusive resorts have the drawback of isolating visitors from the local culture when seen from a cultural perspective.

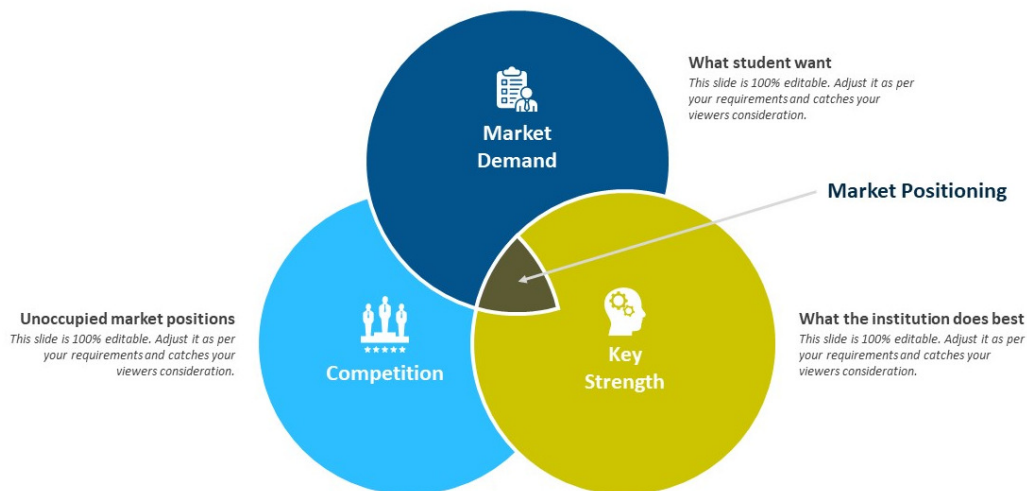


Figure 1: Represents the market positioning strategy [11].

Not every business has a plethora of options to obtain a competitive edge. Some businesses are only able to pinpoint little advantages, which are very ephemeral and often quickly replicated. To keep rivals guessing, these businesses need to continually finding new advantages and introducing them one at a time. Smaller benefits that help firms gradually increase their market share may be obtained by a limited number of enterprises, or possibly none at all. Sometimes, hotels, resorts, and dining establishments think they have an ongoing edge because of their placement on the beach, next to an airport, adjacent to a ski slope, or in the heart of the business center. History unequivocally paints a different picture. Airports relocate, beaches deteriorate or become contaminated, and core business districts lose their allure. Many times, the management of hospitality businesses that are thought to have long-term benefits loses interest

in clients and staff, which hastens the businesses' final collapse. Historic hotels with a focus on historical magnificence include the Waldorf-Astoria in New York, Palmer House in Chicago, Brown Palace in Denver, Raffles in Singapore, and Prestonfield House in Edinburgh. Figure 1 shows the market positioning strategy [11].

Built amid the remains of a sixteenth-century monastery that was largely devastated by an earthquake, the five-star Casa Santo Domingo Hotel is located in Antigua, Guatemala. The remnants of the ancient monastery, including a crypt, were expertly incorporated into the new structure by the architects and interior designers. A favorite location for nighttime weddings is the sanctuary's roofless remnants, which are encircled by hundreds of flickering candles. Physical difference is lacking in a lot of restaurants, hotels, and airplanes. Particularly motels have a uniform architectural style that makes them indistinguishable. Price then takes center stage as the main differentiator. Natural and organic cuisine sets apart eateries like Berkeley's Chez Panisse, Kansas City's Lidia's, and the national franchise Chipotle Mexican Grill. These eateries have established a network of farmers to provide fresh goods made in accordance with their specifications. In the tourism business, "tour" is one of the most often used terms. Aside from being one of the most ambiguous, it has several meanings. For a particular customer, it might refer to a schedule included in an attraction brochure. For someone else, a "tour" can only refer to stopping by a city or tourist destination while traveling. Retail brokers often build up trips by obtaining the real tourist product's components directly from suppliers or via regional tour operators. These excursions may be planned in advance and promoted by the retail agent, or they can be tailored to each client's specific needs.

In these situations, the retail agents function as tour operators and have the option of selling trips directly via them or through other retail agents. Similarly, tour operators may have their own front offices and sell directly to customers. There are two types of inclusive tours: guided inclusive tours (also known as group inclusive tours) and independent inclusive tours (also known as IITs). The autonomous excursions may be fully or partly customized to meet the preferences of the customers and are intended for solitary travel. Either a completely prearranged schedule or one that is flexible is possible. All the elements of the IIT are present in the conducted excursions. All the same, they also provide the services of a certified tour guide in addition to the standard plans. Usually, groups of individuals that travel with the whole vacation are scheduled for these excursions.

Package tours or packages are those that just provide lodging together with other activities in the same city or region. The actual arrangements are often quite adaptable and provide a variety of options for lodging, dining, and other activities. IT charters include of both ground arrangements and charter flights. Retail agents often make this arrangement accessible to customers at set, all-inclusive costs. Cruises and rail trips are sometimes considered tours as they provide the same amenities and services that are often associated with tours, including as lodging, transportation, and certain surface arrangements. A comprehensive itinerary may be created by combining several packages and/or trips to create an All-IT. Travelers may, for instance, take a plane to a location and then board a cruise. After that, guests could choose to buy a tour to see nearby local sights before going back on their cruise. When a business repeatedly offers poor customer service, unwanted distinction happens. To repair such a reputation, a change in ownership or management is sometimes necessary. It is odd that so many people in the service sector disregard providing excellent customer service. The Golden Rule, which states, "Do unto others as you would have them do unto you," is analogous to the fundamentals of excellent customer service.

Customer service research often yields practical but insightful outcomes. elderly purchasers put a high value on qualities that assist them overcome the limitations of aging, such as

simplicity of use, comfort, efficiency, and practicality, according to a research of the rising elderly market. Most individuals start having trouble reading tiny text around the age of forty. Restaurants that aim for a cozy candlelit ambiance may annoy patrons who are blind or visually impaired. A useful function is illuminating menus using a basic lighting configuration. Mature customers like things like attentive service, knowing your name when you check in, help choosing a product, chances to mingle, and no pressure to leave. The hotel business may benefit greatly from these little services.³⁵ Since so many businesses undervalue the significance of providing excellent service, those who do so will stand out favorably. Employing and keeping better employees than their rivals may provide businesses a significant competitive edge. Thus, a major factor in Singapore Airlines' stellar reputation is the caliber of its flight attendants. Southwest Airlines said that although a rival might imitate its low-cost model, it would be more challenging to foster the company culture.

A corporation must carefully choose and provide excellent training for its customer-facing employees in order to maintain personnel difference. These employees need to be qualified and have the necessary abilities. They must exhibit politeness, friendliness, and respect. Customers must be served consistently and accurately, and they must try to comprehend them, communicate with them in a clear and concise manner, and act fast to address their needs. A significant competitive advantage may come from location. In New York City, for instance, hotels with a view of Central Park have a competitive edge over those located a block away. When compared to hotels a block away, motels situated just off a highway exit may have double-digit benefits in percentage of occupancy.

In comparison to hotels off the river, those situated along San Antonio, Texas's River Walk have a significant benefit. In their native markets, international airlines often leverage their location to set themselves apart. For instance, Qantas, which has substantial support in its own market, bills itself as the airline of Australia. Businesses in the hospitality and tourism industries should search for advantages brought about by their location, while these advantages are prone to chance. An advantage might rapidly become a burden due to factors like criminal activity in a neighborhood or the construction of a new freeway bypass. There are 425 Taco John's quick-service locations spread throughout 25 states. What the business refers to as "the Heartland of America" has been their strength, however. From its beginnings in Cheyenne, Wyoming, the business grew to include locations in Scottsbluff, Nebraska, and Rapid City, South Dakota.

The majority of its stores are still in small to medium-sized Midwestern communities, where its prosperity is evident. Whether this kind of accomplishment could be repeated in cities like Los Angeles or San Antonio, Texas, is debatable. Before growing too much, hospitality businesses would be wise to carefully analyze what regional characteristics may have contributed to their success. Maybe the product—perhaps the sauces or something else—is ideal for folks in Nebraska or Minnesota, but it may not be appropriate in other places.³⁶ After Taco Bell rejected to participate, Taco John did relocate to an unconventional site by using the Army & Air Force Exchange Service to participate at various U.S. Armed Forces facilities. Customers may distinguish between competing offerings even when they seem to be identical due to business or brand perception.

As a result, businesses in the hotel industry must endeavor to create identities that set them apart from rivals. An organization's or travel destination's image should express a clear and unique message that highlights the main features and positioning of the product. It is sometimes tough to tell one from the other when it comes to advertising for tourist attractions like tropical areas. Beaches, clean water, and other natural elements that don't distinguish any tend to be used by most. Creating a powerful and recognizable brand requires imagination and diligence.

A good reputation has to be earned. Chili's has a reputation as a laid-back and entertaining neighborhood eatery. Every statement and action made by the business must align with this image. One of the most frequent mistakes made by new owners or operators of real estate is to launch a new positioning or image plan before having a thorough grasp of the property, the neighborhood, and the market. The Telluride Ski and Golf Resort's new owners declared in 2004 that they would not repeat this error. The new owners said, "Our intentions are to honor unique characteristics that define Telluride," rather than making big announcements. We want to maintain the genuineness, charm, and laid-back vibe of Telluride. They went on to say that they will ask for community feedback in order to create a consensus on what the resort should look like.

Many marketers believe that businesses should focus all of their efforts on promoting one single advantage to the target market. For instance, Adman Rosser Reeves advised a business to create and adhere to a unique selling proposition (USP) for every brand. Every company should choose one quality and promote itself as the best in that category. First is usually easier for buyers to recall, particularly in a culture where communication is excessive. Thus, Ritz-Carlton markets itself as a value leader, whereas Motel 6 always positions itself as the lowest-priced national chain. Which roles should be promoted to the top?

Best value, lowest price, best quality, best service, and best location are the main ones. A business that relentlessly pursues a position of significance to its intended audience and regularly fulfills it is likely to emerge as the most recognizable and memorable. According to some marketers, businesses need to focus on many differentiators while positioning themselves. A restaurant may declare that its service and steaks are the greatest. A hotel may claim that its location and pricing are the finest. In the current day, when the mass market divides into several niche markets, businesses are attempting to expand the scope of their positioning strategies in order to target other market niches.

The Boulders in Arizona, for instance, markets itself as a premier golf resort and a luxurious getaway that allows visitors to take in the Sonoma Desert's beauty and wildlife. The Boulders may draw in both golfers and non-golfers by doing this. But when businesses make more and more claims for their brands, they run the danger of losing credibility and positioning. In general, there are three primary positioning mistakes that a business must avoid. The first is under positioning the business, or never positioning it at all. Some businesses find that consumers don't truly know anything unique about them or merely have a hazy concept of the business. A large number of independent hotels are ill-positioned when attempting to break into foreign markets.

Certain competitive advantages can be swiftly disregarded if they are too minor, too expensive to cultivate, or too discordant with the company's image. Assume that a business has reduced the number of potential competitive advantages on its list to four in order to develop its positioning strategy. The business needs a framework in order to decide which one makes the most sense to grow.

There are two key factors that casino patrons use to keep a long-term connection and refer other people to a certain casino. They are emotional bonds and trust. Following the selection of positioning attributes and a positioning statement, businesses need to inform their target market of their positions. A company's positioning strategy should be the foundation of all its marketing mix initiatives. For instance, if a business chooses to establish service superiority, it must recruit staff members who are focused on delivering excellent customer service, establish training programs, recognize and reward staff members for their efforts, and create marketing and sales materials to promote its superiority. It is difficult to develop and maintain a consistent

positioning strategy since there are several opposing factors at play. The company's contracted advertising agency may not agree with a certain stance and could actively or secretly oppose it. The positioning plan may not be understood by the new management. Budgets for vital support services like staff training and sales marketing can be slashed. Effective position growth requires a long-term, steady program with ongoing management, staff, and vendor support.

Businesses often create a catchy phrase to convey their intended stances. Regretfully, a strong message could be thrown away by a new management group or advertising firm. It seems that certain motels are more affordable than others. For instance, Italia is less costly than the Palace but provides a little better quality of service. A clear image may be obtained from two-by-two perceptual maps, but in order to get a sense of the marketplace, it is typically necessary to analyze many maps that display distinct features. Perceptions of various product features held by customers may also be used to create perceptual maps. Repositioning may be required due to heightened competition or an inadequate positioning plan. Data from perceptual maps substantiate the need for repositioning. Marriott International revamped Fairfield Inn, delivering an improved offering that allowed it to enter urban areas.

The furnishings at the current Fairfield Inns was upgraded. In comparison to a standard Fairfield Inn, the Fairfield Inn and Suites was more expensive to construct and had higher average rates. According to Joe Lavin, senior vice president of franchising at Marriott International, Fairfield's clientele is becoming more astute. Therefore, the improvement was planned to help Fairfield stay competitive with its limited-service rivals while still enabling it to maintain its client base.

CONCLUSION

An essential part of a business's strategy orientation to markets is its market positioning. It entails figuring out how the target market wants to see a product or brand and then filling in the gaps in their perceptions. Companies that use effective positioning strategies might get a competitive edge by setting themselves apart from rivals. This research emphasizes how crucial it is for a brand to have a clear market positioning that takes into account variables like consumer preferences, market developments, and the competitive environment. Businesses may create focused marketing strategies to draw in their target audience and maintain a strong market presence by knowing the theoretical underpinnings and real-world uses of positioning.

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CHAPTER 13

INVESTIGATION OF THE PROCESS OF FACILITATING PRODUCTS IN TOURISM MANAGEMENT

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ABSTRACT:

Facilitating items are necessary goods or services that make it possible for the customer to make efficient use of the main tourist offering. This study looks at how enabling items are used in tourist marketing and emphasizes how crucial they are to a satisfying traveler experience. It talks about the many product tiers and how they fit into the entire product offering, such as core, facilitating, supporting, and enhanced goods. The research highlights how important it is for marketers to think about and make sure they give the supporting items that their target consumer's need. In the tourist industry, "facilitating products" refer to the infrastructure and necessary services that maintain and improve the whole traveler experience at a location. This study examines the process of enabling goods in the tourism industry, which includes the design, development, implementation, and administration of services and facilities that meet the demands of visitors. Transportation, lodging, food alternatives, entertainment, information centers, tour guides, and safety and security precautions are examples of things that facilitate activities.

KEYWORDS:

Augmented Product, Core Product, Facilitating Products, Supporting Products, Tourism Marketing.

INTRODUCTION

Items or services that are necessary for the visitor to use the main product are known as facilitating items. For example, a first-class corporate hotel has to provide valet parking, a business center, and restaurant service, and check-in and checkout facilities. Facilitating services at an inexpensive hotel could be limited to check-in and check-out procedures. Accessibility is a crucial component of enabling goods [1], [2]. In the evenings, resort condos often shut the office and registration desk. If they inform visitors and arrange for late-arriving guests to pick up keys, they can get away with this. It would never be possible for a business hotel to close the front desk. Visitors anticipate having access to it whenever they need it. Understanding the target markets and the enabling services they need is essential to product creation.

Although Chadron State Park in western Nebraska may not immediately conjure images of excellent customer service, it does provide campers and cabin visitors with protection via a security post at the gate. The security guard welcomes latecomers and gives them a map and directions to their position in addition to a key (cabins). The administration of Chadron State is aware that visitors come to the park from a distance and often arrive late at night. Supporting items are not necessary for core products only enabling products are. Additional items that are provided to enhance the main product and set it apart from the competition are known as supporting products. A full-service health spa or an iPad in each room are examples of supporting products at a business hotel that help attract and keep clients. It's not always obvious

where to draw the line between supporting and enabling goods. Offerings that help one market segment may also facilitate offerings for another. For instance, business travelers rely on restaurants and valet service, even if families may not need them while staying at a hotel [3], [4]. One of the first chains to provide a wide range of bathroom essentials, such as shampoos, conditioners, and many types of soap, was Hyatt. Upon first introducing these features, hotels were bolstering their main offering. Amenities are now considered enabling goods. Hilton developed its amenity bundle after two years of studying market patterns.

Regent International Hotels was founded by Bob Burns, who carefully chose goods that would add distinction to the chain's upscale image. In the bathroom, full-size bottles of premium shampoo were discovered by visiting guests. In relation to bathrooms, Bob became well-known for bringing spacious bathrooms to the hospitality sector. In line with his idea of luxury hotels, Bob also requested that fresh squeezed orange juice be served at all of his establishments. For many years, Burns had studied and worked in the hotel sector, holding a general manager's role at the exclusive Kahala Hilton Resort in Hawaii. Having conversed with several visitors over the years, he believed he understood their desires. After Four Seasons Hotels acquired the Regent Chain, Bob stayed in the luxury market by buying and refurbishing Villa Feltrinelli, the former home of Victor Mussolini on Lake Garda in northern Italy. These days, this hotel is considered to be among the best luxury accommodations worldwide [5], [6]. Accessibility, ambiance, customer involvement, customer engagement with the service organization, and customer interaction with other customers are all included in the enhanced product. The enhanced product is created by combining these components with the primary enabling and supporting items.

From a management perspective, the main product serves as the company's focal point and its *raison d'être*. Items that are necessary to provide the target market with the main product are known as facilitating items. Positioning a product may be aided by supporting items. Services marketing specialist Christian Gronroos asserts that although core, enabling, and supporting goods dictate what consumers get, they do not control how they receive it.⁹ As the previous example of room service shows, how the service is delivered has an impact on how the consumer perceives it. The combination of the provided and the delivery method is known as the enhanced service offering. Because travel and hospitality services need client coproduction of the service, the augmented product idea is significant [7], [8]. When purchasing most hospitality items, the client must visit and communicate with the service delivery system. For instance, visitors must arrive at the hotel, check in at the front desk, and know how to use the phone and TV. They must also communicate with staff members and other customers. The ambience of the service is a crucial component of the offering as customers attend it.

The enhanced offering encompasses the essential components that need to be overseen when a client visits the service factory, which may be a hotel, restaurant, country club, conference center, or amusement park. We now examine a few components of the enhanced product. The atmosphere of a service is very important. It could be the basis for a customer's decision to patronize a firm. Due to its unattractive exterior, Burgundy's restaurant in Houston closed. The restaurant was housed in a typical strip mall, which had a wall and an exterior made of glass panels. The restaurant was launched by the proprietors after they constructed booths, carpeted the concrete floor, and put up a sign above the entrance [9], [10]. Maybe they thought that the quality of their cuisine and service would draw in consumers. However, only few made it to the eatery. The outside of the restaurant lacked personality and individuality, making it uninviting to prospective patrons.

Simply put, anyone who noticed Burgundy's refrained from entering the eatery. On the other hand, BJ's Restaurant and Brewhouse has made good use of the setting. Instead of expanding

into already-existing spaces, it constructs each restaurant from the ground up to offer them a unified exterior and interior design. This guarantees their smooth operation as well. The inside is informal and fosters a fun and laid-back atmosphere, while the outside is contemporary and welcoming. Strong sensory atmospheres have the potential to set the stage for taste, the fifth sense. Loyal consumers' taste expectations for a cup of their preferred Starbucks coffee are established by the store's ambience when they enter. They are not let down by the product's consistency when they taste their beverage.

DISCUSSION

There are four main ways that the atmosphere might influence consumer behavior. First, the environment might act as a medium for drawing attention. The 85-foot bell tower at Denver, Colorado's Casa Bonita Mexican Restaurant draws attention to the structure. The artificial volcanoes and the Acapulco diving cliffs imitation, where divers perform for dinner clients, have added to the Mexican flavor. It has created an immersive product by using atmospherics. Visitors flock to Casa Bonita for more than just the cuisine. Second, the environment might convey a message to prospective clients. The hotel's external design clearly demonstrates Aloft Hotels' contemporary aesthetic. It seems like an urban loft as you go into the lobby, which is in line with the outside. "It is a place where walls have been knocked down to create a space that is open in design and open to possibilities," reads the Aloft website's description of its public area. a location where possibilities abound, personalities blend, and energy flows. a location where anything may occur. The sales sector deals with demand, while the transportation, lodging, and auxiliary service providers connect to the supply of the tourist product. Retailers and travel companies must thus cater to what their clients want. The first three sectors are focused on providing a particular service to the traveler. These industries may work alone or in tandem with one another. For instance, a hotel will most likely depend on visitors coming by car. Similarly, providers of attractions and activities could also need a transportation service to convey guests to their site. Figure 1 shows the product levels of Product Tourism [11].

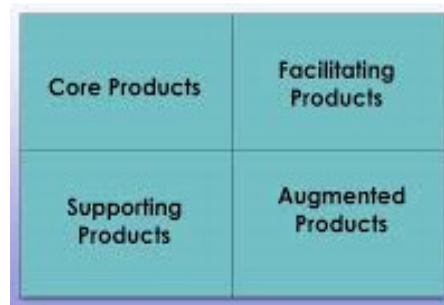


Figure 1: Represents the product levels of product tourism [11].

Therefore, there is often room for tourism-related enterprises to establish tight ties with other service providers. Whatever the reason or mode of transportation, there are some basic needs that tourists have of their destinations. According to experts and developers in the tourism industry, a destination's ability to attract tourists depends on a number of critical components. Access, accommodations, attractions, activities, and amenities are often known as the "5A's." There must be a means of traveling to the nation, the area, and the different attractions for a place to be attractive to travelers. This does not imply that everyone must have access to first class or mass transit, but it does require that access be made feasible. Access is related to transportation, but it may also just be a bike path or a walking pathway. Accommodations Travelers need a place to stay if they plan to remain for more than a single day. It is essential

that tourist areas have a diverse selection of lodging options, spanning various price points. Occasionally, the lodging almost becomes a part of the destination's appeal, particularly if it has a view of a breathtaking landscape or famous site.

It is unusual for tourists to visit a place only to stay in one specific kind of lodging. Typically, people travel to see what the place has to offer in terms of sights, activities, and experiences. Attractions are the qualities that draw someone to a certain location. Natural marvels, man-made attractions, special events, historical or cultural places, sports, music, dance, uncommon or distinctive flora and fauna, nightlife, and so forth are examples of attractions. There are plenty and kinds of attractions. Therefore, a destination's potential to draw a big number of tourists increases with the diversity of its attractions. The atmosphere might act as a medium for producing effects. Vibrant emotions are elicited by colors, sounds, and sensations, which encourage consumers to buy a product.

Over many weekends, there was a lovely odor in one part of the slot floor at Harrah's casino in Las Vegas. The scented floor brought in 45% more money than the non-scented portion. These days, the majority of big casinos use such tactics. A Disney World popcorn attendant activates a machine that emits a popcorn scent during slow moments, resulting in a rapidly forming queue for popcorn. Sampling is commonly used to improve the joining phase. It is common for foreign visitors to be hesitant to order a whole bunch of local cuisine. In an effort to acquaint guests with the local fare, the Jakarta, Indonesia-based Inter-Continental Hotel offered sample plates of a variety of local delicacies from a traditional native pushcart in the lobby's afternoon cocktail area. This invention improved the mood, generated excitement, exposed visitors to the local cuisine offered in the hotel restaurant, and functioned as a lucrative product line.

Regretfully, several hotel chains try to standardize service conduct in an effort to control service variety. "Service outcomes that are counterproductive may result from adopting systems to increase organizational efficiency by restraining or scripting employee behavior."¹⁸ An informed and well-trained staff member may help clients tremendously throughout the onboarding process without reading from a script or behaving robotically. Organizations must take into account making it simple for consumers to acquire the product at the joining phase. Popular limited-service Asian eateries, Pei Wei, feature a separate take-out door and pay station. This allows the individual who placed the online purchase to skip the queue of dine-in customers waiting in line.

When the service is used, the consumption phase begins. It happens at a restaurant when a patron is eating, and in a hotel while a visitor is there. Product designers in the hospitality industry need to know how their customers will use their items. The physical facilities, clients, and staff are all components of the final product. When a business hotel adds a concierge floor targeted at the luxury market, it has to prepare its staff to handle the demands of this new visitor class. Hospitality companies need to think about how consumers will connect with one other throughout the consumption stage in addition to employee–customer contact. An extensive theme park is next to a business hotel that created a package for the summer family market. Business travelers, who made up the majority of the hotel's clientele, were pushed away by the package's success. The ambiance was altered by the children's noise in the lobby and halls. The cozy environment that business travelers had come to expect was no longer present.

Incorporating layout, signage, and physical characteristics may also facilitate consumer interaction with the product. It might be difficult to find your way to a meeting in many hotels. By paying careful attention to directional signs, this issue may be resolved. Customers may also be informed of the availability of supplementary items via signage. It's possible for visitors to depart a hotel without discovering that it has a business center or fitness club. Investing in

ancillary items is pointless if visitors are unaware of their availability. By considering these three phases, management may better comprehend how the client will engage with the service delivery system, leading to the creation of a product that is tailored to the client's requirements. For instance, some hotels buy and resale airport departure tax stamps in areas where it is lawful to do so.

The hotel has allayed a guest's worry by saving them from having to stand in line at the airport. Even if the hotel doesn't make money from selling departure stamps, the visitor departs feeling satisfied. Likewise, when visitors are checking out, well-run foreign hotels inquire whether they have their passports, plane tickets, and have emptied their safety deposit box. It is important for managers to consider through the joining, consumption, and detachment stages of their visitors. It is especially the duty of destination marketers to meticulously organize and assist in overseeing each of these stages. Chambers of commerce, convention bureaus, government agencies, departments, and other public or quasi-public entities are often in charge of visitor marketing. Sales tax or proceeds from specific room taxes are often used to fund projects. Organizations that promote tourism sometimes believe that their only duty is to get more people to book hotel rooms that is, to increase the number of tourists. Due to this misguided attitude, the community has unintentionally drawn the incorrect kind of visitor. It also disregards the organization's need to provide a portion of its funds for programs that raise public awareness of crime and prevent it, as well as for the training of workers in the service sector, signage, language education, beautification, and several other support initiatives that assist guarantee visitor happiness.

Regretfully, there are instances when tourists encounter grave issues, such accidents, crimes against them, or the passing of a traveler. Policies and processes for tourist assistance should be included into tourism marketing. Too many organizations that promote tourism are able to inform travelers where to locate Italian restaurants, but they lack the knowledge necessary to help a guest who is in need. Crime happens. Travel expenses make tourists easy prey, and many of them will not return to testify against an accused criminal. Seeing this, the Hawaii Visitors Bureau launched a victims' aid program that offers complimentary hotel, restaurant, and airline services in an effort to get victims back to testify against the guilty.

Beautiful pamphlets urging people to attend cannot replace the wonderful word-of-mouth that arises when guests are helped when they are in need. Researchers studying hospitality are becoming interested in the ways that patrons connect with one another. On Friday afternoon, a plane from Dallas to Houston was fully booked, with a large waiting list. Construction workers were among those on standby, having just returned from their labor sites. A construction worker was seated in an empty first-class seat by the airline's ground personnel in an attempt to increase revenue. The traveler who paid more for first class did not like that the person in the seat next to them was wearing filthy construction gear. Hospitality businesses need to control how patrons interact with one another so that some don't ruin the experience for others. This issue is even worse if the GIT visitors are from an age bracket that is older than that of the independent non-tour guests, speak a language other than English, or represent a different culture.

The Singaporean hotel chain Shangri-La effectively addressed this issue by building three distinct hotel buildings on the same plot of land. The tower hotel caters to independent non-tourists and GIT clients with lower incomes. A third elite property is reserved exclusively for the use of very affluent visitors, while the Bougainvillea part caters to a more affluent clientele. There's only interaction between the three groups in the shared outdoor pool. Guest engagement is a major issue for ski resorts. Although skiers come from widely diverse physical locations, historically, they have been a rather homogenous group with shared cultural standards. Despite

linguistic variations, German, French, Japanese, American, and Mexican skiers tended to have similar social characteristics. This friendly mix of visitors altered with the emergence of the snowboard. Skiers started to gripe that they had to share the slopes with persons wearing counterculture apparel, who often displayed a flagrant indifference to common decency on the slopes. Suddenly, the administration of ski resorts had a big challenge.

In response, Taos positioned itself as “Skiing for Purists” and turned away snowboarders. Others transformed portions of the ski resorts into “rider-friendly” physical attractions such as half pipes and other terrain peaks. Many hotels, like Embassy Suites, provide complimentary wine and cheese to visitors at a certain evening hour. These hotels often mention the additional advantage of this gesture of hospitality that it brings guests together. The evening wine and cheese has resulted in long-lasting friendships and business transactions. The complimentary breakfast that roadside lodgings now often provide was inspired by bed and breakfasts (B&Bs). But unlike other B&Bs, there’s usually little incentive to get to know other visitors. Roadside motels and hotels might benefit from encouraging visitor engagement by seating arrangements that facilitate conversation, as opposed to having two tables where a couple sits quietly and consumes cold porridge and coffee. The tables and chairs were taken out of a hotel in the Midwest and replaced with oversized furnishings and coffee tables. While this caused some dining issues, it did promote guest mingling. If a complimentary breakfast is provided, it should be organized to improve the visitor experience since this is the last chance to make sure that visitors have a great last meal at the establishment.

One such is the breakfast that was just discussed. When visitors assist themselves, wait staff are not required. There was a staff member at the Las Vegas Sports Club who gave out keys and towels to patrons. The attendants would ask each member which locker they would like, work out a compromise if their preferred locker wasn’t available, take their card, give them the key, and give it back to them after they were done using the locker. The locker key is released by a mechanism installed by the club when the membership card is inserted into a slot. The towel attendant did nothing more than hand out towels when this happened. The administration of the club was satisfied that fewer staff were needed at the towel counter, and the members were happy that they could choose a locker in a quieter location. Then someone noticed that if the towels were arranged neatly on shelves, members could get their own towels. The club no longer required the area in the men’s and women’s locker rooms for the towel attendant. It converted the locker rooms into a spa and rearranged them. The procedures that were provided to the client enabled the club to save a significant amount of work and generated extra income for the spa.

Members now have more control over their locker room experience in addition to receiving a new perk. A rapidly expanding tool for enhancing consumer coproduction in food-service experiences is self-service technologies, or SSTs. For instance, Disney management saw visitors to one of the water parks at Walt Disney World waiting in line at a snack shop just to have their reusable drink mugs filled. The consumer lost out on important time throughout this procedure, more individuals joined the line, and staff members had to take drink orders and refill cups. An SST was the answer, saving both effort and the visitor’s time. A drink-dispensing system that was triggered by a bar code on the cup was created by management. The drink machine is turned on long enough for the client to fill the cup once the mug is placed in front of the scanner, which reads the bar code on the mug. Every day of the week, Disney modifies the bar codes to stop system abuse. A brand may be any name, phrase, sign, symbol, design, or a mix of these components used to distinguish a seller’s products or services from those of rivals.

CONCLUSION

Patrons of hospitality establishments often assist in coproducing the product. Including the visitor as an employee may save expenses, boost capacity, and enhance customer satisfaction. The tourist product's facilitating elements are essential because they let customers interact with and benefit from the main attraction in a meaningful way. Marketers need to make sure they provide the enabling items that their target clients need, and they need to think carefully about these things. This covers things like payment options, information services, transportation, and accessibility. Through an awareness of the various product levels and their functions within the tourist marketing mix, marketers may create focused plans to improve visitor experiences and get a competitive edge.

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