

MAY 31, 2019

TOURISM SEEN FROM A DIFFERENT PERSPECTIVE

MARKETING ESSENTIALS | M4X01916

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Introduction

This report has been made in order to outline the importance of organized data and to analyse the outcomes of an effective Marketing Information System (MIS). Moreover, the importance of the MIS will be presented in a hospitality company background to understand much better the circumstances an MIS will work out and will have the overcomes desired. As Kotler (2017) would describe MIS, it “consists of people and procedures dedicated to assessing information needs, developing the needed information, and helping decision makers use the information to generate and validate actionable customer market insights.” On the other side, Ismaeel (2015) pictures the MIS as “a continuous organized process to record, categorize, store and analysis of past, current and future information related to hotels business and the factors affecting it in order to obtain accurate marketing decisions to achieve the aim of the businesses.” The customer insight and the relationship between the company and customer is, therefore, strengthen and understood in a manner that the decision-makers have a whole picture of the behaviours, hobbies, personalities of their targeted customer segment. For example, within a tourist sector, the company Classic Journeys which was founded in 1995 is now one of the largest companies in the world which operates as a tour operator. The report is based on the analyse of this company to generate answers on how this company reached this positioning.

Effectiveness of MIS

The marketing information system serves as currently the best tool in decision making within a company, as well as solving the existing problems. (Ismaeel, 2015) Because of the competition that the tourism sector is facing nowadays, there are fast changes that need to be organized and monitored in order to bring benefits to the businesses using correctly marketing information system. For example, Classic Journeys offers a wide range of opportunities to travel abroad in different countries (Europe – with also special editions as Christmas Markets of Prague, Vienna and Budapest, Cuba, America, Asia and Africa). Essentially, Classic Journeys provides holidays around the whole earth globe which suits any type of traveler regarding the preferences of traveling and they would accordingly react with professionalism to the requests. As the first step of providing a competent MIS is gathering data, the first sources of Classic Journeys are their own customers followed by the potential ones. The primary data is deduced from experiments (the experiences they would give to the travellers in the tours operated), social survey (oral communication with the travellers regarding the quality and impressions of the trip) etc. The secondary data is then acquired from other shared MIS or from other online reports, statistics regarding the tourism sector and new trends in the tourism which every business will have then to follow in order to actively answer to the travellers’ needs. Hence, the actively progressing the quality level of a trip in a lively way, it would leave the traveller with a state in mind that the company values his/her needs and puts emphasize on the well-being of them. As something real, the Classic Journeys score 98% positive ratings on Trustpilot and are leading the top World’s Best Tour Operator for 12 in a row. (ClassicJourneys, 2019)

Many opportunities, many ideas and many attracting activities can arise from the Marketing Information System’s process. This is so because of qualitative and quantitative levels of the research that could be undergone in order to identify different aspects regarding the experience of the customers and their feedback. Moreover, the feedback received which is fructified can lead to attracting much more travellers for Classic Journeys. The promotion which is then a next step or an outcome of MIS is, nonetheless, an important aspect of a business’ well-being and could improve the image of the company. (Abu Qahf, 2002) However, the purpose of effective marketing is recognised in the missions Classic Journeys carries out in order to obtain marketing directions in the big internationally market share. Winning more customers and making them become loyal in such a competitive field is unusual since there are plenty of companies which figure as tour operators (over 6,050). (TourismReview, 2019)

MIS – structure

The marketing information system of Classic Journeys is based on collecting the data in two ways. “The trend toward a more pragmatic approach to tourism and hospitality research is attributed to the increased recognition of the legitimacy and benefits of qualitative and mixed-methods research.” (Nunkoo, 2018) It is said that the qualitative research would take longer rather than a quantitative one. However, the difference between these two ways of researching is big and can be seen upon the detailed aspects regarding the experience the travelers would expect or would have the impression. Moreover, as a factual observation, Classic Journeys offer after finishing one tour with them, points for the loyalty programme which they are developing and a short survey regarding the experience the traveler had. This way, they can improve their journeys in different countries based either on the festivals which would take place in a specific period for example. Another research method would involve the secondary data available across the internet. The secondary data can be found within the statistics available or articles which would relate the new trends in the travel and tourism sector. Such specific articles could be found on the websites which are specialized in this field.

From gathering the data of MIS there is another step of analyzing it because in a critical thinking and approach. Classic Journeys, hence, would receive the data and organize it firstly. They need to analyze the data on different levels: a whole group, small groups formed between the travelers and an individual form of analyzing. These levels would be analyzed by the tour-operators (e.g. the managers) who would then measure first the financial implications more attractions would involve and the level of engagement of the travelers to the desired places. More, the analyzing of the data in a marketing information system would take time in order to test the possibilities. The marketing information system does not operate only periodically, but everyday because of the continuous improvement that could take place in such a rigorous field. The travel and tourism sector, according to Classic Journeys which is the company this report relies on, „one style of travel has grown to seven— culture, walking, culinary, family, multisport, alumni and incentive.” (ClassicJourneys, 2019) Therefore, the analyze which takes place in this company would take into account numerous aspects according to their targeted customer segment. However, the potential customer can choose their own type of trip and design it according to his needs (specifically there are walking adventures tours, culinary-oriented ones, family-tour etc).

Conclusion

Classic Journeys presents a very wide-spread marketing information system. It is because of the size of the company (with over 30k appreciations on social media platforms) which serves different types of customers according to their needs. Moreover, the marketing information system developed by this company relies on the traveler’s experiences and, what is most important, the tours could be improved on the spot which would bring only benefits to the customer base. The promotion and advertisements Classic Journeys receive from the past customers are, nonetheless, crucial since it can influence the status of the company. Plus, Classic Journeys depends on the online reviews and on the online presence which would help into appealing to more customers. The marketing information system works concomitantly with the continuous improvements that are taking place within the company. Any feedback received from the bettering experiences the business would provide, is taken into consideration and is evaluated by the decision makers. Therefore, the whole process of MIS is completed and can be re-evaluated again with refreshed data. All the databases (customer ones, product ones and the salespersons ones) are refreshed once the company receives new data to maintain the accuracy. (BusinessJargons, n.d.)

Hence, the marketing information system influences mostly the marketing mix of any company, Classic Journeys specifically. The price, place, people, promotion etc. are in a strong relationship with the customers’ feedback and response. Providing relevant information about the customers would enhance the company’s profits and customer base efficiently.

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