

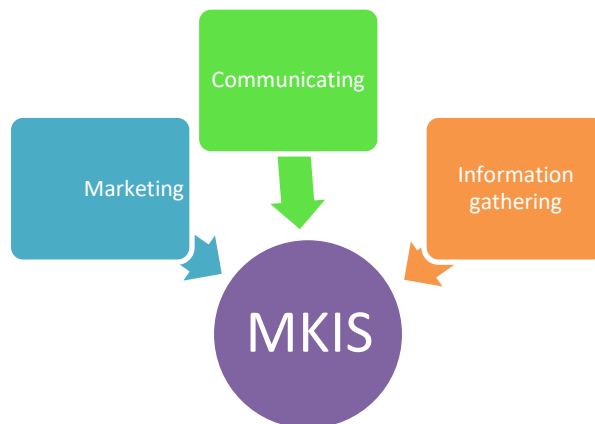
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Introduction

It is fast changing world. For past few decades customer's demands changed rapidly along with that business transform too, especially in usage of information technologies (IT).

Hospitality industry is unique with its day to day changing demands (by the customers) and challenges that must be overcome (by the business) to stay on the line. Selling service is much more difficult than selling goods. For example, when some customer's purchase something- he already knows its size, shape what would be used for- no surprises- once it is received customer will be satisfied. While with service, chasing the satisfaction of the potential consumer is much harder, because providing the right service is connected with creating the right feeling and to catch that feeling is a challenge. And not only catching it once is important, most important is to win the loyalty of the client and maintain it. All these could happen when the business shortened the distance between its customers with the help of marketing- the field where client's and business' interests meets and its information system.

In this paper I would like to point the importance of the marketing information system for marketing, also how it helps for information gathering and how hospitality and tourism industry use it as a main tool to communicate with its potential and regular customers.

Marketing information system for marketing

Most of the people think that marketing is just selling and advertising, which actually is just the "surface of the iceberg" that could be seen- it is just very small part of marketing. According to American Marketing Association "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." Any business hospitality industry must answer to customer's needs in order to attract new ones and maintain the regular ones and for that business need to follow very strong marketing strategy where managers have to build also brand awareness in the minds of their customers. That's what marketing information system do for marketing- identifying the necessary information to help for decision making and advertising a particular service or product. In hospitality industry using marketing information system is the way to save a lot of time. For example when hotel's software is connected with the booking software through marketing information system, the customer can see straight away the availability in that hotel and decide to reserve it or not- easy and simple- all done online without a middleman.

Marketing information system is multifunctional system that can shape 4 kind of information: marketing intelligence system, marketing research, internal records, marketing decision support system.

Internal records as the name show the certain company can collect data via its own internal records like invoices, billing documents, sale representatives, current sales data which also can

contain personal information too. For example, this is when the company's managers would like to check the progress of the organization.

Marketing Decision Support System is based on a software programs which helps the researchers to save time and at the same time to store huge amount of records in order to take better marketing decisions.

Marketing Intelligence System is commonly used by professional marketers. Here the data is already collected for not a particular reason, but it's stored and could be used for different occasions. The data is gathered from internal source. So this data is provides information about what is happening in the market place- which means this is external for the organization that wants to use it. It is very important for the business to improve its marketing intelligence nowadays if they want to be competitive in the marker. Few regular steps are necessary for that: good training and motivating the sales force, distributors and retailers; getting more information about the competitors nearby; direct contact with the customers and asking them about the experience they had with the brand.

Marketing Research is orderly gathering, organizing, analyzing and also transforming the primary or secondary data to reach to the solution of the marketing problems. This method is used when a company needs more information about the taste, new preferences of the consumers. Primary data is first-hand data or direct data from the client- this could be the feedback, surveys, personal interviews and etc. Secondary information is available for public- in newspapers, magazines and etc.



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Marketing Information system for communication

It can also be describes as a voice of the consumers' that should to be heard by those who provide service business, in order to satisfied both side's needs. It can be described also as a direct connection between the consumers and the service providers. It helps the organization to take the right decisions according to the opinions and circumstances, to provide flexibility with the changes of the market environment and directions. Mainly marketing information for communication is structured system which is used to collect any kind of opinions about the preferences of the regular or potential consumers on regular basis, then to analyze, sort, store and finally use this data whenever is requested. Furthermore, marketing information system takes under consideration the importance of the accurate, new and on-time records. It is like hidden "web, nerve" mechanism to help and support marketing decision making. This can be done by filling online surveys, leaving feedbacks, personal interviews and etc. For example when I was discharged from hospital I received a text to leave a feedback for the care I received, but not only to rate it also to add a comment and defend my answer- all this in order to help them (NHS) to improve their service- and that makes me feel valuable. In hospitality this is when the customers share a feedback online or straight to management.

Marketing information system for gathering information

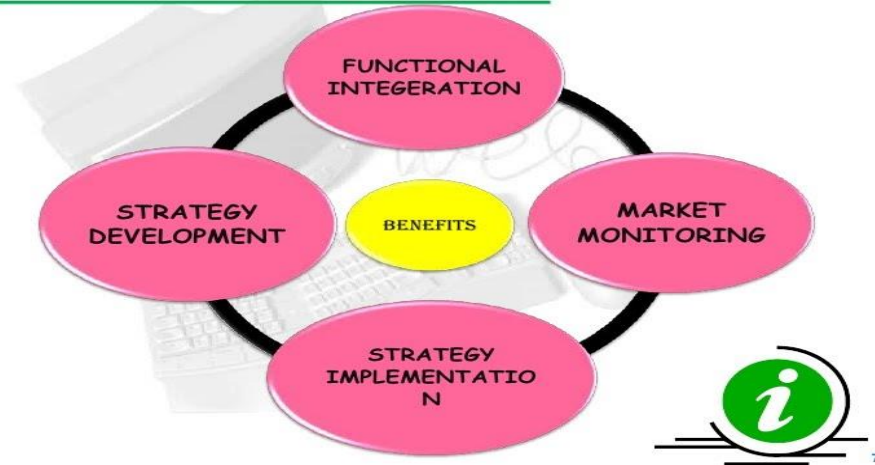
"...a system in which marketing data is formally gathered, stored, analyzed and distributed to managers in accordance with their information needs on regular basis." (Jobber, 2007)

Collecting data is the main idea of marketing information system. The Technology works with these ideas and makes it easy to be gathered and stored. This can bring endless benefits to the organization in private or public sector. The data is considered to be an important asset for any company in order to stay competitive in the market place. The customers buy not only goods but also trends and brands so to predict the next step is a challenge. But it can be achieved with the previously gathered information. The availability of customer's data helps the company to order their business priorities according to the need of the customers. I would like to share my experience with Tesco supermarkets- I am not a regular customers of that chain but after a few times of shopping and collecting points with their club cards they started to send me a coupons for those types of foods and goods I used to buy from them. I was very surprised how do they know what I need and what brands I prefer- and now I realize that this is kind of marketing strategy- they saw what I bought previous times, made researches, collect my data, store it and then predict what I would buy next time-so they got me with that move.

Conclusion

So using marketing information system is must nowadays because of the high competitive market. It is 100% beneficial especially for the companies which tend to refer in the foreign market. It helps the marketers along with the customers to collaborate with designing the product and serve it to the public. It shortened the distance between the consumers and the service providers. Marketing information system is like a bridge, connecting point where both sides- the consumers and producers-match their interests and needs.

Benefits of the MkIS



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In the diagram above it is clearly shown the main profits of using a marketing communication system.

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