

Marketing Essentials

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Introduction

In this assignment, I have been asked to Analyse the importance of marketing information system, its effectiveness within the hospitality and tourism industry as a tool for marketing, information gathering and communication.

Marketing is the business process of creating relationships with and satisfying customers and for this reason, is one of the premier components of business management.

The purpose of Marketing is to:

- ***Create value***, attracting customers by promising more value;
- ***Build customer relationships***, by delivering satisfaction;
- ***Satisfying customers needs***, by engaging consumers effectively, understanding their needs and developing products that offer superior customer value.

The set of tools that the company uses to implement marketing strategies is called the Marketing mix. Is classified into four broad groups called the 4P of Marketing.

Marketing Information System is a system where the marketing information is formally gathered, stored, analysed and distributed to managers in accord with their informational need on a regular planned. (Jobber, 2010, p. 217)

The MIS (Marketing Information System) in the Hotel Industry refers to the computer system of a hotel that provides information on the business operations of that hotel. After this introduction, I will analyse the MIS as a tool for the Hotel Industry, using Hilton Hotels as an example, that provides specific information, about a specific market for a specific customer to meet his expectations.

Gathering Information

The marketing information system is an efficient tool providing past, present and projected information relating to internal operations and external intelligence. (Armstrong and Kotler, 2007)

The marketing information system is a multifunctional system and is classified in some different types of data:

- ***Acquired databases;***
 - ***Internal company data;***
 - ***Marketing intelligence;***
 - ***Marketing research;***
1. The *acquired databases* It contains a quantity of information available in the form of databases and a quantity of data accessible to the company, without costs.
 2. With the *internal company data*, data from sales and marketing activities are sent to the MIS, and reports are produced.
 3. In *marketing intelligence*, all information regarding the target market environment can be accessed through smart intelligence activity that monitors competitors' websites, publications and market observations.
 4. *Market research* includes information from syndicated and personalized research reports, which may derive from secondary or new primary research. More specific are the market research data relating to the corporate environment, to customers and competitors and the more value the company has.

Hilton Hotels & Resorts is one of the largest hotel brands in the world., with 586 hotels across six continents. Hilton Hotels & Resorts set a standard for hospitality, providing new product innovations and services to meet guests' evolving needs. This brand oh Hotel is suitable for all the ages and, as we said, located in most of the world: Dubai, Mexico, Maldives, America, Europe, Australia, United Kingdom. Is not only a Hotels where family and friends can enjoy the holiday by offering services as SPA, swimming pool, fitness and beach, as the Resorts, but is also a business hotel company, where people from all the world are stopped there for business, meeting, conferences.

Hilton Hotels use a framework that marketers use it to analyses and monitor the macro-environmental factors that have an impact on an organization. This tool is called *PESTEL Analysis* and it stands for: ***Political, Economic, Social, Technological, Environmental, Legal.*** (Dudovskiy,2016)

Hilton Hotels PESTEL analysis involves the analysis of the potential effect of these factors on Hilton's revenues and its long-term growth prospects.

<i>Political</i> Is the key to the success of any industries and is applicable also in the Hotel Industry. The political approaches can influence the visitors, tourist of business travellers visits a nation and also can be a concern for those people who are visiting Northern Ireland because of the delicate political situation.	<i>Economic</i> Currency instability in the financial market also affects the hospitality sector. The decrease in the value of the pound after Brexit has meant that people spent less, choosing cheap hotels instead of luxury ones and for this, Hilton needs to plan new strategies
<i>Social</i> The Hilton hotel is a must for travellers. The population rate, economy and demography influence the Hilton Hotel. In some countries, where the population rate is high, Hilton hotels have made great profits in a short time. Instead, they found an advantage where there is low economic strength in a country. What the Hilton hotel should do, is to make some cheap accommodations available in its hotels based on where it is located, to have the same number of people in countries with less economy.	<i>Technological</i> Technology also has a great impact on the hospitality industry. Hilton has tried to develop methods focused on customer check-in and check-out as it is a leading hospitality organization.
<i>Environmental</i> The hospitality industry has been affected positively and negatively by ecological factors. The environmental disasters that occur affect not only nature but also hotels. Therefore customers do not prefer to travel to these places. Environmental strict rules and regulations must be followed by the hotel in each country, but these regulations continue to change today.	<i>Legal</i> The hotel industry should properly follow the regulations set by the nation it is working on. The legal agreement must be followed up with clarification and the license and permits for any transaction by the hotel must be followed correctly in the rule of law. The legal team of Hilton Hotels in each country should review all regulations and laws to ensure that there is no risk of interest in any country.

Marketing within MIS

In simple words, a market is a set of products and services designed to satisfy a customer by identifying competitors and anticipating trends and consumer's needs.

The marketing strategy outlines the overall game plan to find customers for their own business.

Marketing is divided in:

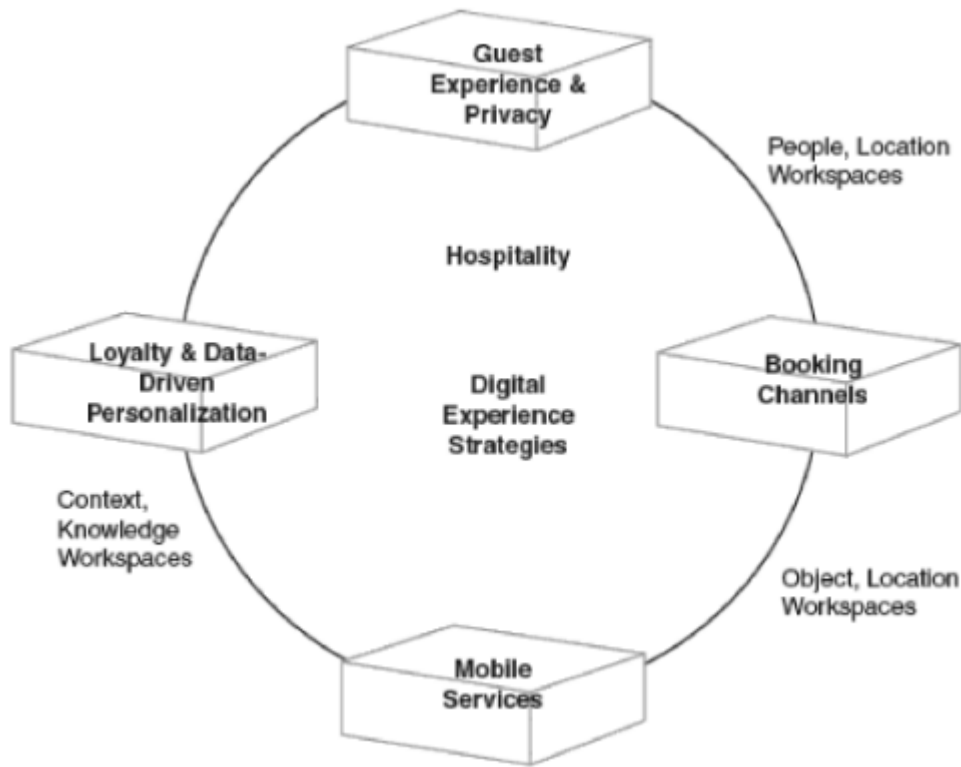
- *A marketing strategy* focused on what you want to achieve for your business.
- *Marketing plan* regards how to achieve these goals.

A good marketing strategy introduces what you know about how your business fits the market. (Duermyer, 2019)

And here we return to the 4Ps of marketing:

- ***Product:*** Refers to a need-satisfying market offering created by firm aim at delivering value to its customers;
- ***Place:*** Refers to means or ways of making the offering available to target consumers;
- ***Price:*** Refers to the value perceived in the mind of the consumer;
- ***Promotion:*** Refers to how firm communicate the product to the market;

The Hilton hotel business strategy focuses on differentiation based on quality, maintaining the highest level of standards and integrating IT systems into various aspects of service provision. The company's digitalization efforts relate to booking channels, mobile services, loyalty and data driven-personalization, guest experience and privacy. This creates a synergistic impact on the company. (Dudovskiy, 2016)



Communication

Marketing communication is one element of the marketing mix and it is used to communicate elements of an organization's offerings to target audiences. The offer is referred to a product, a service, or the organization itself as it tries to build its reputation. (Baines and Fill 2014, p.351)

In a time of mass communication and technology, an organization must have the right mix of marketing communication. Marketing communications of an organization is a complex of measures, techniques and methods by which information about goods, services or brand of the company reaches its users. (G. Todorova, 2015, p. 368-374)

Effectiveness within the Hotel Industry and Hilton's

Hotel Industry is one of the most important markets in the world, that offer a series of services which aim to satisfy a customer, for leisure or business. People choose those services for multiple reasons like location, atmosphere and quality. People are more likely to choose a Resort in an exotic location than a simple Hotel, on the contrary, the latter is preferred in large cities near attractions or it is simply preferred for business people.

As we said before, Hilton Hotel's is one of the largest hotel brands in the world. The brand is based on different services such as atmosphere, exclusive experiences such as discounts for attractions, shop with points, book with points, free nights and exclusive offers as family packages, best price and other services such as Spa, gym, Hygiene factors, pricing, and staffs. But not only does it recover to customers around the world, but also its employees. They have some benefits such as discounts for meal in the workplace and also in Hotels around the world; 50% of discounts for a rooms, restaurants and SPAs and free breakfast and also, every anniversary years, they get a complimentary night in a hotel of your choice, including free breakfast and free dinner with a bottle of wine. All this offers from Hilton Hotel's makes customers happy, satisfied and with a high probability that they will choose them again as a brand hotel and they also make happy his employees, making their job more enjoyable and satisfying.

Conclusion

Listening, understanding and helping the customers is important in the business world especially in the Hotel Industry, where you are always in contact with the customer and your job is to help them with issues and make them happy for the services that are given to them. The customer's feedback is important not only for Hilton but also for the other company. With the customer's feedback they can see how they are doing the job for them, understand where they fail and where they have success and, in this way, they can improve the service. Another important factor is the price, that should be of quality and the sales place, as the website used to facilitate the sale of the product. Hilton Hotels brand have some innovation for the customers, such as *exclusive app features* where you can book a stay, check-in and choose your room from the Hilton Honors App; Get a *lowest price* If you book directly from the website with an extra 25% off; *Free Wi-Fi* during the stay; *Earn points for every 1\$ spent in the Hotels* by using the Hilton Honors American Express Card.

As every Hotel brand, Hilton it also has some critical note, usually refer to the high price of the rooms connected to the quality and this is a risk for the market because there is some Hotel brand which is cheaper giving also better quality. This factor attracts people to choose this type of Hotels, with high quality at low cost.

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