



MARRIOTT
INTERNATIONAL.
ISSUES OF
EXTERNAL EVENTS.

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Introduction

This report has the purpose to define and assess the development of marketing regarding the customer segment, to identify the strategy using the Marketing Information System (MIS). The constant change in needs and requirements of the customer segment targeted made it to introduce the MIS which is defined as „people, equipment and procedures to gather, sort, analyze and evaluate and distribute needed, timely and accurate information to marketing decision makers.” (Kotler, et al., 2017) Related to the hospitality and tourism sector, MIS will be analyzed within the Marriott International company on specific examples while identifying the core ideas of the MIS.

Structure of MIS

Marriott International has its headquarters in Maryland, United States of America, and had a net income of over \$1.9 million in 2018. The company faced a lot of problems throughout the years, but it always managed to solve their problems using the data they had and generating benefic answers which conducted them to the right way. Moreover, as a specific example, Marriot has a contract with Oracle for the data mining. Therefore, as Marriott identified the business class as the primary customer segment and other niche markets. Currently they are striving to focus the individual market in order to satisfy a larger customer base. The data mining or data gathering is the first step of the marketing information system’s process and it represents the technology that identifyies the most important aspects of a predictive customer-behavior model and it helps managers to forecast the new trends within the hospitality field. (SAS, n.d.) Moreover, with the help of the data-mining, the machines can now predict with the help of marketing data base which is stored in external hard disks and their artificial intelligence which operates like a human-like intelligence the next trends in this field.

More, there is also other forms of gathering data rather than the “mining” option that Marriott uses. For example, there are primary data or secondary. “All managers carrying out their audit should use internal sales data and the SBU [Strategic Business Unit] marketing information system to complete their audit.” (McDonald & Wilson, 2011) Therefore, the internal sales data are represented by the primary data because it was not used before by other companies and it comes directly from the source.

After analyzing and predicting, it is time for the decision makers to obtain the customer and market insights from the predictions the data mining did. Assessing the information and analyzing it, whilst using it in benefic purposes. The analyze can come in different forms such as reports, statistics or even other forms. The decision makers are the ones who, actually, are either solving the internal issues a business might have or they are trying to adopt a new way that would work out much better compared to the old one and which would perfectly match with the vision and mission of the company.

Internal issues of Marriott. How MIS came into help.

Marriott International was founded in 1927 and it has over than 5,700 hotels worldwide and 1.1 million rooms available in 110 countries around the world. Being one of the best chain hotels in the world, Marriott has confronted a lot of issues, whether they were internal problems or external ones.

„The market leaders in the hotel industry are alive to the issue, and the business meets the right criteria – what strategies can be used to facilitate knowledge sharing within the business?“

Marriott shares a different scheme for each brand. „Ritz-Carlton Hotels use knowledge sharing in order to meet the preferences of customers when they become regular visitors to their hotels. These preferences are recorded once someone stays with the hotel group for the first time, fed into a customer database, and services are then personalized to the individual on subsequent visits. Marriott International Hotels, on the other hand, use knowledge sharing to increase the effectiveness of its employees by offering a rewards-based system to staff to transfer information individuals pick up through a codified system, as well as mentoring. The intention is that the service the hotel group offers is as consistent as possible to returning customers.“ (Emerald, 2005) So, these two schemes of information-sharing are built in order to maximize the effectiveness of how the two types of values from two different brands are meant to be organized to offer the customer the experienced expected from each brand.

As a specific fact, Marriott is not responsible, like any other hotel, for the lost bags or any other extra event that takes place outside the hotel or its proximity. In a research conducted by Vedachalam (2014) it showed a primary research regarding the problems a traveler, specifically a millennial, would occur during a trip to a couple of hotels by Marriott across the world. They specifically analyzed the behavior and what extreme events might happen and how Marriott could come into their help in order to offer them an amazing experience, without any problems. Their travel experiences were captured by a disposable camera, a journal and a pen to note their impressions. The synthesis showed that they had issues regarding the airport's policy and the other focus group was targeting the problems their car had during a journey. These two experiences compared showed that the gestures of the unexpected kindness from a side made them feel comfortable and wanted to return to the people that helped them and the other part felt that the issues remained avoided and no one wanted to solve their problems even though they were seeking for help and justice.

„When we empathize, we are collapsing two different perspectives into one.“
-Seung Chan Lim

Empathy, therefore, was the key to build a framework for the hospitality service. Getting much more involved in the in-sights of a traveler and creating a special bond between Marriott and its customers is important for both of the parts. The outcomes generated by this research conducted to the conclusion that the empathy needs to be integrated in the employees' training system in order to engage more with the customer, deeply understand his/her needs and to create a more friendly relationship between the customer and Marriott.

After presenting it to the head-chief, it has been taken into consideration and more flexibility options were designed for the travelers to enjoy and to maximize their experience in their trips. The pilot cities which were suggested by the authors were New York and San Francisco. This is because of the traffic jam or because of the delays the airports might have due to increased amount of flights.

Conclusion

In conclusion, the report outlined the importance of a marketing information system and highlighted the effectiveness of it in a hospitality company as Marriott International. Being such a big company, it needs to show how it takes care of the customers and how they engage with them in a natural manner. „In essence, customer experiences are an outcome of the engagement platforms set up by all involved stakeholders and value creation for customers and providers alike being the yardstick of performance.” (Chathoth, et al., 2016)

Not only Marriott International should be aware of this lack of empathy registered, but also the other companies, the competitors. However, this report only outlines the importance of the marketing information system and how it can change the experience a customer might have in the company's business. Plus, the effectiveness of the research undergone within the focus group showed the managers how the extra activities can influence the staying of a customer and how it can influence their behavior. „By commoditizing their business offerings and systematically managing customer experiences, hospitality organizations can develop an emotional and personal connect with their customers to engender higher levels of customer engagement and commitment.” (Bharwani & Jauhari, 2013) So, as fast as Marriott would adapt to the new requirements and external issues the millennials might face, it would benefit directly from it through the profit that is seen at the end. The commitment it would show to the potential customers would only attract more people to book their rooms.

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