

NORBERT

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**Module Title, M4X01916-Marketing
Essentials,**

Assignment Title,

***Analysis of importance of* marketing
information system, its effectiveness within
the hospitality and tourism industry as a tool
for marketing, information gathering, and
communication in Hilton Hotels and
Resorts.**

Lecturer's Name, Dr, Olu Adegbite.

Introduction

Piece of work analyses the place of marketing information system and its efficiency in Hilton Hotels and Resorts. High concentration is main on the major components of this system Also how the application of the 4 has helped in the marketing process. Compared to other system known. Marketing is important, while marketing without marketing information its application reduces and jeopardise the entire process.

Marketing information is an essential feature of marketing process, productive marketing decision will not be taken without great deal of consideration of marketing information. Several interior and exterior environmental changes affect marketing decisions. So the administrators in marketing require a lot of of datas associated to these variables, to determine their ways and their consequences on the interior activities of the establishment and the market, in order to make the reasonable marketing decisions in an imprecise environment facing the marketing administration. The successful marketing in the establishments depends essentially on the availability and the accuracy of marketing information from its many sources (Freihat, 2012).

Furthermore, Ismaeel, (2015) defines Marketing information system as regular organized process to recording, categorizing, warehousing and analysis of past current and future happenings related to Hotels business and the factors affecting it. Hence to obtain appropriate marketing decisions to attain the aim of Hotels.

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Kalyani (2013) argued "4 Key Components of Marketing Information System", can be used to reach a decision. Mudit Kalyani briefly explain them as the dictators of its success and failures. Interior records, marketing research, marketing decision support system, and marketing intelligence. Are the main components that make up the marketing information system. Therefore, categorized these components as the most important source in obtaining Marketing information

In describing these components, Ismaeel, gave an application of them to the seminal work which focused on five-star hotel in Jordan.

i. Internal records: The internal records refers to the information obtained from the happenings of a definite time scale. With the information from debits. Cost, warehouse, performance in sales, flow of cash and credits measured over a period of time makes up the internal record, .

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(ii) Marketing research: Data collection and analysis to ascertain the opportunities ,problems including threats facing the hotels through study of sample , this process is marketing research.

iii. Marketing decision support system: This is means of clarifying information so as to make marketing decisions easier for decision makers through direct connection ¹ to the database consisting of computers and communication networks.

iv. Marketing intelligence: The means through which the administrators know the present situation internally and externally of the hotel

Reducing the concentration on the 100 years old Hilton Hotels and Resorts, the importance and effectiveness of Marketing Information system, the efficiency inside the hospitality and tourism industry as a means for marketing, information collection, and distribution can be seen evidently

Hilton (NYSE: HLT) the name that rings a bell within the hospitality and tourism circle . Has a group of 16 world-class kinds including over 5600 properties with rooms close to 913,00, in 113 nations and regions, 70.1% ¹ media in rate of occupancy constantly,144.69 media cost per room .With a revenue per available income of 109.08 per room .Striving to meet its target to be ⁵ the world's most hospitable company, Hilton picked up number one in 2018 as the world's best workplaces among the many in the list. 3 billion guest has been welcomed guests through its closely century history ¹. Through the loyalty program awarded to its guest , Hilton honours, over 85 million members by booking directly with Hilton have access to immediate benefits These include digitalised check-in with room selection, Digitalised Key and Room Connected.

One more area where Hilton hotels has efficaciously implemented the marketing information system. By the rewarded based patronage system called the customer loyalty programme. Hotels and associates of Hilton has been efficiently rewarded is the reward-based patronage which it named the Customer Loyalty Program where it has been able to compensate hotels and associates by Hilton Honors points redemption. Administrative costs and marketing initiatives that support the program are also paid for

The aim of every business is to flourish. To archive this, the administration must ensure plans to provide the needs of the clients. This plans must be client oriented which will align with the organization interior and exterior environment. Marketing information determines the organization and implementation strategies the administrators will apply (Paley, 2007 p. 18).

This write up will go as much as analysing MIS in Hilton through 3 sub points, namely, collection of data, distribution of information and marketing

Information gathering this is a vital area, invincible where the company invest much as the future and progress of the company depends on it To successfully get this through the guest, according to Hilton Honors, (2019) the HHR utilise every chance they met with guest in the hotel to gather data about him. Also outside in piloting every facet of its business. Name, mailing address, billing address, email address, phone number, makes up the information.

There is also the indirect contact. Which are information gotten without to direct contact examples are correspondences electronical, or physical, with Hilton or their associates. The also use social media like face book twitter, Instagram. Journals radio, newspapers, reviews.

Hilton also get information from third parties these include airlines, car rental companies, from friends of Hilton honors members. Hilton gets information from electronic instalments such as Wi-Fi Apps Hotel phones. Applicant who applied for job vacancies in Hilton who applied online..

Communications; The information gathered through different channels, will be sorted, analysed categorised and stored in a centralised data base and will communicated to all the department ,according to departmental needs for onward implementation .,example the family information of a guest will be sent to the front bench who will use it. The will now use it cordially when the guest comes again by asking after his family. It could be colour preference of a guest to a room keeper. It serves them to know each guest areas of interest, such as sports, offer, promotions

Effects of information on the market; due to the individualized tailored services given to the guest. The feel at home thereby making them a reliable client. It promotes economic efficiency and performance of Hilton hotels. It helps HHS to use their opportunities and prepare strategic market plans against its threats. It attracts more customer as satisfied ones become advertisers for HHR.

For tactics and preparation. Having established the components of MIS, their significance is clearly seen when the organization needs to plan. Apart from the individual data collected by Hilton, market research into Competition, trends and stock values are used in making decisions that helps the smooth running of the company.

Realities about competitor gives them understanding into the strength and weaknesses of their competitors so establishing an advantage in their intelligence unit. A good data of trends not only permits customer's satisfaction but creates an avenue into innovations that boost the industry forward.

Generally, MIS is needed to study the past, present and future data of Hilton so as to avoid downsides while hitchhiking.

Assessment and control: For a big establishment like Hilton, a clear data of past decisions and the results help in understanding the advancement made over the years. It also, gives control and prevents having loose ends. Hilton utilize its marketing research, intelligence and research support systems to ensure all-in-one coordination of its businesses.

Hilton has highly qualified information technology engineers that man the information of customers. The also has data base stored very sophisticated in order to protect customers. The always send precautionary messages to customers on how to identify frauds. The also obligate allied associates to preserve data security

To conclude, As a global brand leader Hilton has proved build yearly advancement .Systematically concentrating on its ideas . Nonetheless, because of the momentum being gathered by franchising system in the hospitality sector, because of the rapid growth in global tourism. Additionally advanced, tech driven systems need to be employed by Hilton in the improving markets and developing word for the maintenance of it outstanding records,

There are many test facing franchise one of the is successfully controlling standardisation ,Standardisation has 4 basic advantages. i.Greater efficiency in planning and cost reduction.,international brand and image are being built.control and harmonisation are being simplified anad lastly exploitation of

good ideas. Comes. (Rutigliano, 1986, cited in Lee and Carter, 2012, p. (354)

International establishments has to decide how much, if at all, to acclimatize their marketing plans and plans to local surroundings. There global business that are using that are using the same marketing tactics, and marketing mix worldwide, while there are some who through their marketing strategy and mix elements regulates the target market in this case the producer has more cost but eventually producing a larger market share in return. (Kotler, et al, 2017).

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