

MARKETING ESSENTIALS
INTERNATIONAL HOTEL MANAGEMENT

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Introduction

According to Martell (2018), the term “marketing” signifies to the activities, undertaken by any business organisation for the purpose of promoting products and services at global platform and create value for the customers. According to Fesenmaier *et al.*, (2016), marketing activities within business context, is considered as a discipline which includes all the action starting from advertising a product and services to selling of products and services at global platform and distribute those to the potential customers. Marketing is not mere activities rather it is a concept or philosophy that a firm uses to analyse the needs of consumers and market trend in depth and then make decision accordingly to meet those needs in better way. The aim of this report is to highlight upon the importance of marketing essentials and marketing information system in tourism and hospitality industry context, by using which as a tool any business can create value for the customers.

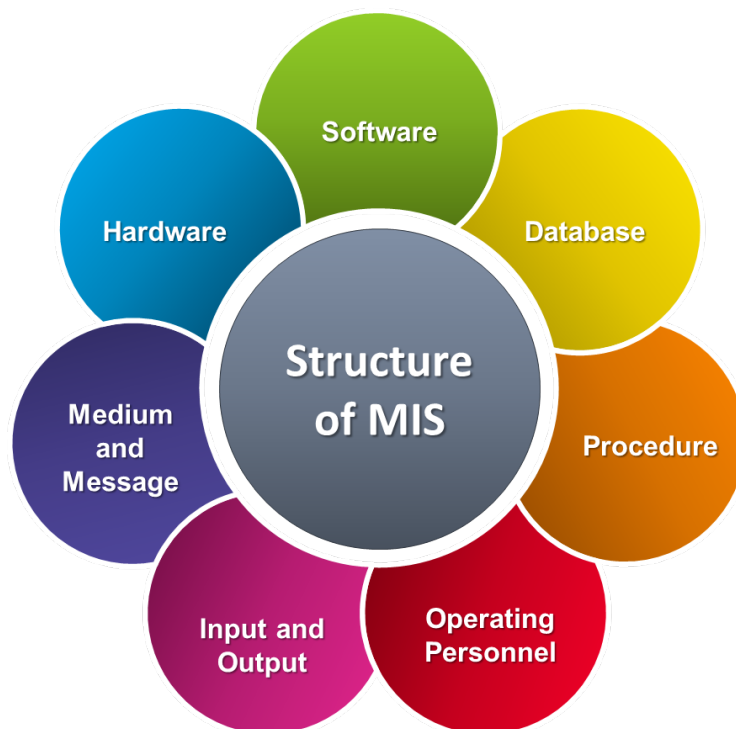
Discussion

In this report, focus has to be given on the travel and hospitality industry. In this context, it can be said that strong economy, purchasing power parity among global consumers, increased in disposable income rate and change and innovation in technology have fuelled the growth of the specific sector at global level. In order to maintain the growth in business organisation and to go with the digital innovation, now majority of the business in this specific industry are trying to use the marketing information system.

MIS For Marketing

Marketing information system or MKIS is a business tool or management process of information system (MIS) which is designed for the purpose of giving support to the marketing decision making. According to Almajali (2018), it is a ‘system’ where the marketing related data can formally gathered, stored, evaluated and distributed to the hierarchy of an organisation and within workforces in accordance to operational requirements at regular basis. Information is always considered as the life-blood or core of any business activities – it can keep an organisation alive and functioning in active

way by developing connection between internal and external marketing participants. With the context of tourism and hospitality industry, it can be stated that today's marketing is getting dynamic and manager of an organisation has to undergo through continuous changes to cope with the speedy pace of changing marketing environment. In order to be aware about the changing needs of customer towards travel and hospitality services provision, new competition in specific business segment, initiative of the rival groups and changing needs in distribution services, the importance of proper marketing information system can never be denied (Bernabé-Moreno *et al.*, 2015).



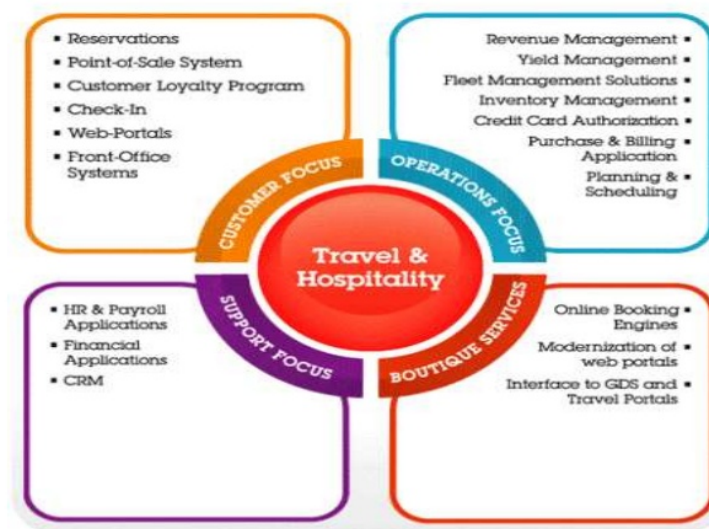
MIS For Information gathering

In any business enterprises, specifically in travel and hospitality industry, the MIS is used for the purpose of keeping records of every employee and clients, who are related with the organisation. Apart from that, in order to make the workforces aware about the cash flow and inaccuracy in operational activities, MIS is used to a huge extent. As the tourism and hospitality industry is considered as one of the fastest growing and busy business arena in today's business scenario, therefore application of MIS may assist the organisational manager and staffs to maximise their performance and make it

accurate to a considerable extent (Laudon and Laudon, 2016). As a whole, marketing information system is such a marketing tool which can define about how an organisation will carry put its performance or how the organisational workforces will design, evaluate, utilise, manage and implement their system to generate such information which helps the entire organisation to offer the best services to the consumers.

MIS For Communication

MIS and e-commerce in today's hospitality industry has become a new business concept by using which an organisation irrespective of size and scope can develop communicative relation with customer and stakeholder (Xiang *et al.*, 2015). It may help an organisation to approach various other business partners like hotel owners, travel operators for offering the better services to customers.



Apart from that, with the help of the marketing information system, a business organisation irrespective of size can easily become global providers in such cutthroat environment in travel and hospitality industry (Semeradova and Vávrová, J.N., 2016). This marketing tool may help a business to extend their customer reach – sales rate of the organisation will automatically increased as the customers get easy access to the organisation and its service provision via online portal.

MIS can make an organisation capable enough to generate database about its potential consumers and clients, their preferences and needs, by using which further in e-commerce services, the organisation can ensure better service provision. This uniqueness and accuracy in service delivery system will help the organisation to develop strong customer base and brand loyalty in international business scenario.

MIS application in business can make a travel and hospitality industries enable to offer easy and additional access of services offered, billing information and shipping details to their consumers. This means that, MIS can give the accessibility to the customers by using which they can check their trip detail, accommodation service details from anywhere in this world. Apart from that MIS can also make the application of purchasing products, availing services, and shipment facilities faster and easy for the customer (Magno *et al.*, 2017). So by using Marketing information systems as marketing tool, an organisation can easily meet customer satisfaction. Moreover, MIS has expanded the geographical reach of any business organisation to a huge extent. Now, national tourism agency like “visit Britain” can get the scope to expand business beyond national boundaries by using MIS as marketing tool. This organisation uses MIS for storing the information and databases of the customers across the world within the organisational database system and contacts them on timely basis to offer them services (Bilgihan *et al.*, 2016).

Organisations in tourism and hospitality industry generally use various technologies like electronic fund transfer, internet marketing, mobile commerce, and electronic data exchange, and automated data collection, online transaction system and so on for the purpose of operating the entire business in accurate and efficient way. These all system technologies are considered as the integral parts of MIS. These technologies are used basically for developing a bridge between organisation and consumers and communities (Magno *et al.*, 2017). Marketing information system is used by organisation as it provides information and data about business operation, by using which further, every individual of the organisation can carry out their performance in faster and effective way. Marketing information system can help an organisation to prepare future

plans and taking preventive action against any harmful or critical event, if arise within organisational settings. In this context, it can be said that MIS can be useful for any start-up business in any business sector specifically when it becomes essential to achieve short as well as long term goals and business objectives (Martell, 2018).

In order to emphasise upon the importance of using Marketing information systems in business scenario, one can emphasise upon different theories, like:

Cognitive Fit theory by Iris Vessey (1991) - according to this theory the correspondence between the task and information and data presentation format can lead an individual towards superior task performance. This ultimately leads an organisation towards better performance in terms of delivery of suitable products and services to the potential consumers (Fesenmaier *et al.*, 2016). By taking this theory into consideration, it can be stated that, proper and extensive use of MIS can make an organisation in travel and hospitality industry to store, allocate and analyse a diverse range of data and information of consumers. This information is considered to be strategically important for organisation to develop database and data sheet and run business in precise and meticulous way. Apart from that this application has the potentiality to generate information in form of report by using which organisation can take further decision regarding how to conduct a business and how the service and products can be delivered to the customer (Almajali, 2018). As a whole it can be said that, MIS can help a business to prepare them for upcoming endeavour.

Apart from that, according to the task technology fit theory, in today's business scenario, importance of IT system can never be denied. It has the potentiality to impact on the performance of an individual as well as on an organisation to a huge extent. This theory is based on eight factors: quality, authorization, locatability, compatibility, training, production timeless, system reliability and relation with the users. The aim of being using Marketing information system in business is to develop strong communicational relation with the consumers (Laudon and Laudon, 2016). This can help the organisation and its workforces to understand the changing needs of customers according to the pace to which the surrounding market scenario is changing. And this ultimately help

organisation in taking business related decision accordingly and provide the best services and products to the customers.

Conclusion

So, in order to conclude this assessment, it can be interfered that, importance of using MIS in today's business scenario can never be denied, specifically when it comes to maintain survival in cutthroat environment predominant in travel and hospitality industry. While it comes to start up new business in specific industry, MIS might be helpful for entrepreneur to allocate relevant and ample of information of customers and market, on the basis of which further business plan can be made accordingly. In this assessment, a brief discussion has been carried out on the fact that how by using MIS a organisation in specific business sector can create value for customers.

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