

Marketing Essentials

Module Title: **M4X01916**
Module Lecturer: **Dale Clarke**

Student Name: Mihail Nikolov Petrov
Student Number: 1817454

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Introduction

MIS or marketing information system is a useful tool that helps in conducting market research. It assesses and analyse marketing information, continuously collected from sources outside and inside an organisation. With the help of information, organisations are able to make advertising and marketing decisions that leads to business flourishing and growth. It enables organisations to collect data and stay updated about changes and trends in market sector. This in turn helps organisations to use informative data in favour of business growth and profit. MIS is required in every industry (Kotler *et al.* 2017). Hospitality and tourism industry is one sector where MIS is constantly required. The key motive and purpose of the industry is to serve people and ensure maximum customer satisfaction. Considering the fact that customer practice, needs and requirements constantly change, the industry business needs to understand the change, the external factors along with internal aspects to cope with ever changing market trend, customer market and business as a whole. Herein lays the significance of marketing information system.

The presented essay discusses the importance of marketing information system, its usefulness in tourism and hospitality industry. It elucidates the way MIS is used as a tool to collect information, to conduct communication and effective marketing in the process.

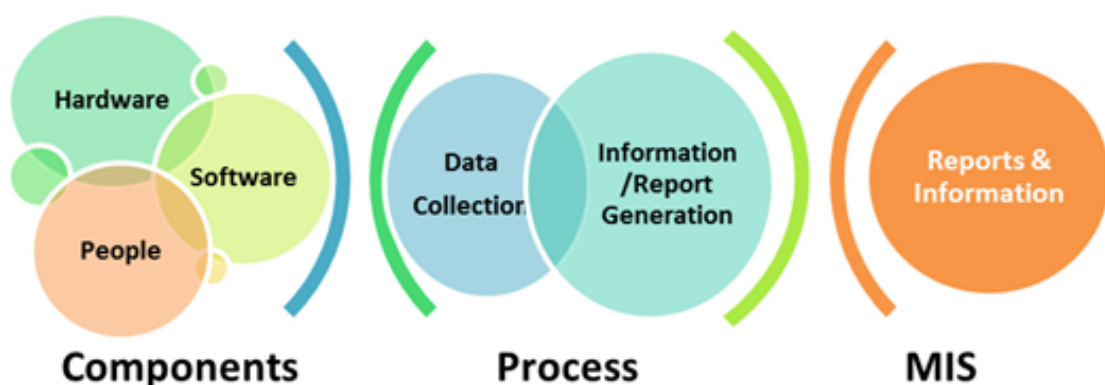


Fig. 1: Management Information System (MIS) Structure
(Whatissixsigma.net, 2019)

MIS For Marketing

As stated by Armstrong *et al.* (2018), intense market competition, trend of business in global market, business expansion, marketing information system has gained significant importance in tourist and hospitality industry. It is necessary to state that the industry is a broad field that consists of several categories of service sector, hotel and accommodation, travel and tourism, food and beverage businesses, transportation and so on. The industry relies on customer service and fulfilling customer needs and demands. Organisations that succeed in providing quality service to customers gain business profit and good market reputation. However, in order to offer standard service, organisations have to understand customer needs and preferences, purchase behaviour, service demands, target customer population. On the other aspect, companies need to consider external factors that impact on businesses. Marketing information system helps to collect all data and organise in way that enhances work productivity. For instance, with the help of hotel reservation MIS software, hotels conduct reservations as per customer preference. Popular hotels such as The Grand, Emirates Palace, The Plaza make reservations with customised facilities as per customer demands. With quality MIS management, hotel companies acquire data that highlights individual customer requirements in an effective manner. It helps to have a broad perspective. MIS tracks overall condition and productivity of companies. This in turn helps to identify areas that require improvement.

MIS For Communication

MIS helps in storing important data in various forms of media that can be used to make major market decisions and set company goals and objectives. Tourism companies such as Expedia Group, Booking Holdings, Carison Wagonlit Travel collect data concerning business, customer purchase, market competition and trend. Taking the information into account, the companies consider introducing suitable business measures. Special offers and discounts, product/service features to attract customers are made accordingly.

As mentioned by Laudon and Laudon, (2016), tourism and hospitality companies have several processes that needs to work together. The number of processes increase with a company's business expansion. From customer care, service

department, F&B, transportation to tour operators, all departments need to have good coordination to provide standard service to customers. MIS ensure information flow from one department to other, enabling different departments and companies to work together with the help of collected and shared information. For example, marketing and sales department promotes service/products that are offered by a company. Employees dealing in IT section helps to understand customer purchase trend, purchase decision on the basis of which decision regarding product/service is conducted, this in turn is marketed by the marketing department. Marketing information system helps in planning and analysis (Balducciet *al.* 2015). It is crucial for planning. As it helps to identify and consider internal resources and capabilities, companies understand its strengths and shortcomings. For instance, it enables an organisation to consider requirement of capital, skilled employees to serve people. The hospitality and tourism sector require MIS in almost every step to conduct its functions and operations.

MIS For Information gathering

Marketing information system proves to be useful in helping hospitality and tourism industry to communicate and understand customers. Certain theoretical perspectives help to have proper understanding of effectiveness of the tool. According to Rezaeiet *al.* (2017), the theory of reasoned action states that an individual's behavioural intention drives individual behaviour. On the other aspect, behavioural intention occurs due to individual attitude. It chiefly explains the way pre-existing behaviours and attitudes influence present behaviour. It can be stated that MIS help to understand individual attitudes and behaviour. Taking into view the data, MIS enable organisations to assume current behaviour. For instance, on the basis of previous purchase and attitude, companies tailor its service. Large hotels and tourist companies that succeed in making appropriate service recommendations acquire high chance of attracting customers.

It is important to state that MIS create scope to communicate with customers. Technological advancements have enhanced the scope. Along with telecommunication, email and message service, social media applications prove to be beneficial for both parties. Customers communicate with companies through social media. Major part of customers prefers to connect with service companies

through social media forums. On the other aspect, it gives companies the option to acquire relevant data and information regarding customer trend, purchase preference and demands, customer purchase pattern and behaviour. Companies understand behaviour and attitude of customers and consider making strategic decisions accordingly. Hilton hotels, Marriott hotels collect big data with the help of respective MIS (Ashmarina and Zotova, 2016). The companies conduct communication with customers through official sites, social media platforms and devise its marketing strategy decision accordingly. Taking into account target customer population, hotels offer services. It has enabled companies to experience economic profit, attain popularity among customers and enhance brand name in the process.

MIS in Tourism and Hospitality Industry

Brown-Liburd *et al.* (2015) asserts that task technology theory is useful to comprehend the importance of MIS. The theory states that IT tends to create positive impact or influence over individual performance. With its assistance, companies have the potential to excel in providing quality service. The theory stresses on eight factors, quality, authorisation, locatability, compatibility, production timelines, relationship with users, system reliability. As per the theory, companies need to make effort to fulfil the tasks that are required, IT helps to fulfil the objectives with relevant data and information. As opined by Novikova, (2015), IT provides data helps companies to make proper market decisions. In the particular industrial sector, it helps it make products/services for customers. It enables logistics department to analyse products and services that are essential to give customer satisfaction. It enables a company to understand skills and talents necessary to in concerned business sector. A company finds it convenient to observe and fulfil target production targets as per timely requirement. It is essential to state that the marketing information system is an integral part of IT section. With its assistance, hospitality and tourism companies are able to understand marketing strategies and measures that would be effective to perform business functions. The role of the system is to offer relevant market data, it is the responsibility of companies to collect and utilise information. It is essential to state that to ensure quality information flow and use, organisations need to have employees trained with technology.

Companies need to have compatibility with IT systems. While striving to enhance the processes, relationship or connection with users is inevitable. Tourism and hospitality companies need to have infrastructure and technology that would allow collection and strategic utilisation of external and internal data. Monitoring and scanning devices are effective to assess internal functions. Audit software is useful to analyse work activities and target fulfilment objectives. Hadoop, Cassandra are examples of big data software that enables companies to acquire data related to customer, market position, current economic and business market and so on. It allows companies to take decisions to adjust and adapt with external environment (Tarhini *et al.* 2015). Tourism and hospitality companies run on the basis of services it provides. The better service, the better is company reputation and brand name. In order to develop insight concerning product demand, customer trend and demand, marketing information system is effective in making business decision, communicate and collect information.

Conclusion

In conclusion, it can be stated that marketing information system plays an important role in tourism and hospitality sector. It helps to collect and gather relevant data and information. This in turn allows different processes to work together to ensure that customers experience quality service. It helps to contact and communicate with customers as well as potential clients. social media, digital platforms are excellent mediums. Organisations that understand the importance of MIS ensure success and growth of business.

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