

UNIVERSITY WALES TRINITY SAINT DAVID

FUNCTIONALITY OF THE BEST RATED HOTEL IN THE WORLD

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QURASHI | OLTEANU LARISA MIRABELA | 1816341 | 05.31.2019

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Introduction

This essay is structured in order to analyse the effectiveness and how the marketing information system (MIS) works within a company. The MIS is defined by Kotler (2017) as “people, equipment and procedures to gather, sort, analyse, evaluate and distribute needed, timely and accurate information to marketing decision makers.” Therefore, MIS is a process that evaluates either the primary or secondary data and transforms it into valuable outcomes for the decision makers. MIS helps companies to have a better prospective on their customer profile and a better understanding about the changing trends and needs regarding the external environmental factor. The chosen company which will be assessed will be Four Seasons Resort Bali at Sayan, Indonesia.

Four Seasons Resort and MIS

The resort is located in Indonesia and it is rated 98.22 and it is considered the best hotel in the world. (Travel+Leisure, 2019) As rated the first hotel in the world, it needs to maintain its positioning regarding the other ones. Moreover, the resort needs to take into consideration the external factors mostly, as well as the internal ones. The macroenvironment has forces to change the smooth running of any company. So, the effectiveness of the marketing information system could be observed when taking marketing decisions based on real data and on fresh data. More, the MIS helps the resort to solve its problems when an external force is applied (one of the PESTEL analysis of the resort).

MIS is also described by Ismaeel (2015) as “a continuous organized process to record, categorize, store and analysis of past, current and future information related to hotels business and the factors affecting it in order to obtain accurate marketing decisions to achieve the aim of the hotel.” So, regarding the hospitality part, MIS is an organized process that starts with gathering the data, storing it, analysing it and taking decisions on the analyses and statistics. The whole resort relies on the uniqueness of the resort which is meeting the needs of the upper-class people. These needs are constantly related to remaining silent and the atmosphere of relaxing, they like buying high-end products but not for other people to react to it and, nevertheless, they need a healthy lifestyle and a good network. (Medium, 2018) The resort meets the standards of this upper class and also has high-prices according to their needs. „Each of the riverside guest villas has a meditation space and lily pond on the roof, as well as an outdoor living room and pool. The sense of calm befits the resort’s location near Ubud, the spiritual heart of Bali. Yet new experiences, including cooking lessons in a bamboo-clad centre designed by Elora Hardy and Sacred Nap relaxation treatments, keep things innovative and modern.” (Travel+Leisure, 2019)

Inter- department communication

Communication between resorts departments are what makes this resort one of the best, even at that level problems tend to appear. By exchanging a flux of information from detailed customers preferences, to external factors and geo-political factors the Four Seasons Resort Bali management can maintain their position as one of the best.

Without a MIS, there would be no information about the customer, no engagement and moreover, the resort would not know who they really are. The in-depth analysis would be rejected because of the lack of data regarding their behaviour and the resort could not orientate its offerings to the public. However, the resort sells itself by location, but before building it there was a continuous research to determine the manner of approach to the location.

Identifying the problem

Using external factor analysis they find out from a very known web site TRIPADVISOR that they have a communication problem, reading the customers reviews the manager find that his staff and even him is not able to speak English language at the level imposed by the stars of the resort. To not be able to communicate effectively with your customers and staff is a big problem, it turns out that manager is Japanese and speak a broken English and most of the staff are locals from the island not very well trained and prepared for the level of the resort. Hence, the effectiveness of the marketing information system is not based only in the decision making scheme, but also at solving the problems, either they are internal or external. „Marketing information has no value until it is used to make better marketing decisions” (Kotler, et al., 2016) So, the resort needs to constantly use the data and to keep it up to date so it would be beneficial to the both parts. What is the most important is that, according to Kotler (2016), „in some cases, this (when taking decisions) means providing regular reports and updates; in other cases, it means making non-routine information available for special situations and on-the-spot decisions.” So, there is no rule for the resort on how to take the decisions, especially regarding the on-the-spot ones because of the important and urgent situations.

Segmentation of MIS

The marketing information system is constructed on gathering data as the primary level from external sources like online reports based on the needs of the targeted customer segment. It is more accessible for the researchers to gather general data from the external sources, but also to make statistics and to analyse and forecast a potential manifesto regarding the hospitality industry. More, the segmentation meets the accuracy of a marketing data base, of a critical approach for the analyse of the data and processing it and as well for the taking decisions in an external data situation. The internal data is represented by the in depth analysis regarding the customers and their hobbies, needs, behaviour and other statistics regarding their personality traits. This internal data is, actually, the primary data which was not before used by someone else and it was gathered effectively from the customers directly.

All the data needs to be stored in a database, so the managers could have access to it from any point on the world. This is very effective because of the delegations or partnerships Four Seasons Resort might have. Moreover, this is important for any employee within the resort in order to satisfy the customer's needs and to fulfil him/her.

Analysing the whole information by making statistics, reports and other formats of showing the outcomes of information is carried out thanks to the technology which has developed a lot recently. “Developments in electronic distribution are the most recurrent theme throughout the period under review, reflecting topical developments since it has changed how people book hotel rooms.” (O'Connor & Murphy, 2004) Therefore, even when the customer is trying to book online, the hotel needs personal information in order to process the request. However, knowing too much about the customer is, actually, ignoring their privacy. The marketing information system is in a strong relationship to the customer relationship management because both of them are sustaining the other one.

Conclusion

The whole structure of the marketing information system is effectively, and it is dispensable for a smooth running of the company and their relationships with the customers. The Four Seasons Resort located in Indonesia does not only support the local development through the best hotel in the world, but also promotes and advertise through their popularity. The 4 stages of MIS (collecting data, storing data, analysing and taking decisions) are related to the macro-environment directly, but also to the micro-environment. These two different parts have a big influence because one cannot operate without the other. It is impossible to functionate only by collecting data either from the internal factors or from the external because the accuracy.

To conclude, the marketing information system is not only benefic in a hospitality business like the Four Seasons Resort, but also to the other fields either they have a B2B or a B2C approach. The rigor and relevance from the MIS is used in order to maintain a good relationship with the customer, to actually see the behaviour of the customers, not a proposition of it or an intended behaviour. More, for an in-depth analysis, another research scheme should be undergone to observe the customer “on the field”. To see how they interact with other people at the resort, to check what is the time for deciding if they want to book a room or any other possibility which could improve the services provided by the best hotel in the world, Four Seasons Resort. How this resort maintains the customer loyalty because they do not have a loyalty program, or something related to it? How does the resort compete with other resorts? Only by the luxurious view, services and rooms? Is there anything else?

All these questions and not only, could be answered in a report that would cover the areas of the researching methods used by the resort and its managers to get to know better the customer who is choosing them. More, an interesting research topic and an interesting way of researching could be suggested to get to know the “recipe” or the secret for this famous big resort.

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