

DEPARTMENT OF COMMERCE (CA)
TRAVEL AND HOSPITALITY SERVICES (Semester-III)

II M.COM (CA)

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UNIT-V

Behavioral profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

BEHAVIOURAL MARKETING

As opposed to direct marketing, where advertisers send the same message to everyone—and *expect* a large portion of those people to reject the message—behavioral marketing takes online information and uses it to tailor the message to the user.

BEHAVIOURAL PROFILE OF USERS:

1.Consumer behavior:

- Describing customer behavior
- Defining emotion and reason
- Factor that influence on consumer behavior
- Models of consumer behavior

2.Employees behavior:

- Communication skills –importance for hotel business
- Communication in cultural differences
- The source of conflict in business
- Handle customers complain
- Healthy relationship between customer

PRODUCT PLANNING AND DEVELOPMENT

Product planning and development aims to align a range of business and operational factors to focus **product**, design and engineering efforts on delivering high impact experiences that have the greatest probability of success in achieving goals.

Product development

Tourism product development is the result of collaborative efforts of various stakeholders. It involves identifying all the stakeholders in private and public sectors, DMOs, Tourism and allied businesses, and their respective roles in creating or developing a part of a tourism product.

Steps of Tourism Product Development:

The following general steps are taken for tourism product development –

1. Research the Market

At this step, the tourism marketing force conducts research on the current market to identify the opportunities. It includes economy, study of various market segments and their varied requirements, past market data, and current market and tourism trends.

2. Match the Product with Market

By assessing the market segments and conditions for tourism, different packages are created for various market segments such that they can satisfy the requirement of each segment of individuals.

3. Assess the Destination

Since destinations form the basis of product development, the product development force visits the prospective tourism destination to assess its tourism potential and its ability to accommodate and serve the tourists, features of the destination, and its shortcomings. It is assessed to judge if the destination is fulfilling the requirement of Accommodation, Attractions, Activities, or Amenities. It is also checked for the ease of Accessibility.

4. Understand the Stakeholder Role

Tourism product development is the result of collaborative efforts of various stakeholders. It involves identifying all the stakeholders in private and public sectors, DMOs, Tourism and allied businesses, and their respective roles in creating or developing a part of a tourism product. The stakeholder meetings are conducted for creating a project plan. The project goals are set to realize long-term vision, medium-term action plans, and short-term progress assessments.

5. Product Building

At this step, the product is actually built using required resources and consultations of the expertise to create intermediate inputs (facilities and amenities) and intermediate outputs (services). It encompasses not only development of destination infrastructure but also support for special activities and experiences.

6. Marketing & Promotion

The functional and emotional benefits of the tourism at the tourist destination are communicated to the market. The marketing people create brochures, place advertisements on the business portals, and contact media to promote the destination and the product on the television and radio. They also use various other marketing techniques to increase the product visibility.

7. Providing Human and Technical Resource

It includes providing skilled staff and contemporary technology to cater the needs of tourists efficiently, to handle all tourism related operations at the destination effectively, and to communicate with the staff easily.

MARKETING MIX FOR HOTELS

DEFINING:

Defining a proper marketing mix for hotel industry is crucial for the success of hotels marketing efforts. A marketing mix is used to indicate the several marketing variables used by the sales team to target specific guests or target market segments (E.g.: Corporate, Transient, Groups, Conference, Leisure etc.).

MEANING:

Marketing mix is normally prepared by the Director of sales and marketing / Sales managers. The hotel should have the right facilities / services, define good promotional strategies (both online and offline) and finally with the right pricing.

1) Service / Facilities:

This is considered as the first because without this hotel marketing team will have nothing to deliver to the potential guest/ customers.

Hotel industry Offer products like:

- Guest rooms
- Food and beverage
- Banqueting rooms
- Conference facilities
- Recreational facilities
- Health and wellness facilities
- Executive lounge
- Express check-in checkout services
- Travel desk
- Business centre
- Parking facilities etc.

This analysis done by the sales and marketing department can help the top management to identify these specific requirements and work along with the management to either develop such facilities or make the required improvements.

2) Place and Distribution:

This refers to the accessibility of the products to consumers. When comparing to other products normally hotels products doesn't travel to customers but the customers come to the product.

Place or Location of the hotel e.g; choices like in city, outskirts of city, resort area, hill station. Or a chain of hotels with presence in multiple locations. Hotel uses either direct or indirect distribution methods to reach out its potential customers, below are few methods or channels used by hotels.

Direct methods

- Sales through the hotel sales team
- Personal telephone calls
- Online pay per click or Banner Advertisements (Google ads, Face book ads etc.)
- Printed media Advertisements
- Other Media Advertisements
- Hotel Website Booking System (WBS)
- Global distribution system (GDS)
- Indirect methods
- Travel Agents
- Independent Travel agents
- Event Planners
- Online Travel Agents (Expeida, booking.com, Agoda etc.)
- Online Travel portals (Trip Advisor, HotellIQ etc.)
- Independent hotel representative.

3) Promotions and communications:

The director of Sales & Marketing should work out the most effective promotion and communication mix for the hotel. Promotion is the way hotels communicate to target customers.

Promotions and communication channels used by hotels:

- Brochures
- Television commercials
- Hotel Websites
- Twitter Channel
- Face book Page
- Google + Page
- Hotel pens & pencils
- Scratch pads with hotel logo
- Billboards
- T V Commercials

4) Room Rate or Pricing:

Defining the correct pricing strategy is one of the most important aspects of the marketing mix. If the hotel products like Guest rooms, Food and beverage menu etc. are not priced competitively then the potential guest may reject the use of hotel services.

In this very competitive market guests are strongly influenced by the pricing and packages. The hotel rate codes and packages are defined keeping in mind to attract or impress guest.

Generally, the hotel room rates are defined as per the below season:

1. Peak Season

This is the period when demand for a hotel and its services is highest and the hotel can charge the highest prices to the guest. There is no defined peak period for all hotels it vary from hotel to hotel.

2. Valley Season / Off Season

This is the time of the year with the lowest demand for rooms. Hotels generally offer the reduced rates and packages eg: Stay for 3 and pay for 2 nights, Discounted Package rates etc. Shoulder Season This period falls between peak season and off season, And this time is considered as the best time to attract new business as the rooms are available and a medium or highest rates can be charged. Also, the sales and marketing activities should be the highest during this period.

HOTEL MARKETING IN INDIAN PERSPECTIVE

Market your **hotel** online with our direct and affiliate **hotel marketing** solutions and get maximum **hotel** bookings. A perfect mix of technology and expertise to give your **hotel** business an edge.

Direct Marketing Mediums

- SEO - Search Engine Optimization.
- PPC - Pay Per Click Campaigns.
- SMM - Social Media Marketing.

The following are the few premier travel portals

1. MakeMyTrip
2. Yatra
3. Cleartrip
4. Expedia
5. Trivago
6. Goibibo
7. TravelGuru

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