

MARKETING STRATEGIES FOR TOURISM INDUSTRY

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Abstract: *The topic of this paper is “Marketing strategies for tourism industry”. The reason for choosing this topic is that marketing has a great influence on the economic and social field and, moreover, it plays a very important role on the success of a business. Nowadays our world is changing fast and to be able to survive the change, companies have to be aware of the things that are happening in the external and internal environment. Companies have to be able to recognize the customer’s needs and to develop a business or rediscover the business so it can be suitable for their requirements. In order to do that some companies find new opportunities and start to develop it in their business for future success.*

Keywords: *marketing; strategies; tourism industry.*

I. INTRODUCTION

The tourism industry is one of the largest and fast growing industries in the world. When people think about tourism industry, they usually think about hotels, motels and restaurants, vacations or travel agencies, but there is more than that.

The tourism industry is related to hospitality industry as them both share the same objectives: to offer their customers the opportunity to enjoy, relax and entertain in their free time. Both industries accomplish those objectives by focusing on different scopes: the traveling scope which is accomplished with the help of air companies, cruise ships and automobile companies; the lodging scope which activates though hotels, motels and resort; the assembly and event management scope on which connections are made with conference agencies arranging meetings and workshops; the entertainment and recreation scope which operates though restaurants, clubs, parks, attractions, spa centers .

Tourism business industry is changing in the last years and the forces that affect this change are very important. The

change can be positive or negative, influencing in a good way by growing or in a bad way by decreasing.

One of the most important forces that influence the growth of this industry is the demand for hospitality services from customers. Demand actually means customers, or customer’s needs and those needs are changing more and more each day because of different reasons like: working time, changes in the family structure, demographical changes, diversity and cultural change, etc.

For example, the family structure can affect the demand for tourism services. Usually a family without any children will spend more time in holidays, which means they will travel more, so more customers for hotels, for restaurants and traveling agencies. Also, the single-parent families could cause changes and those changes affect the living style usually by spending habits. Both, single-family men and single-family women are good potential customers and because of their lack of company, they will try to have more different activities and recreation.

II. TOURISM INDUSTRY THROUGH AGES

The history of tourism and hospitality business industry is in strongly related to history of civilizations because even in ancient times there are so many proves of facilities offered to guests from people who had the chance to do it. The Greeks offered to the travelers or their guests the thermal baths in the scope of recreation or relaxation. The Romans offered to their business partners a palace to rest for the time they will stay in their land and they included thermal baths and recreation activities too. The monasteries were also ones of the original providers of a place to rest for travelers or for people who need to stay somewhere.

The history of hotel goes back to the middle Ages. During that time the inns are usually mentioned in some German and English writings.

For example, William Harrison wrote about English inns in one of his papers when he was describing England buildings and stated- there is no better place for rest for travelers then in the “greatest inns of England”¹.

The French law and the English law have required in the fifteenth century a register of the hotels. This was the first time when all the resting places, institutions which proved a place to sleep, or hotels, motels or recreation places need to keep a register of activity. After that, hundreds of inns were register in England. With the rapid development of the road transport, travelling became much easier and the tourism and hospitality industry has increased based on the fact that more

travelers were seeking a place to sleep over the night.

Due to the fact that in the fifteenth century a lot of European cities and not only, have become a center of commerce, the number of hotels and restaurants built around those cities was high. The next century came up with important centers of activity for inns and taverns. The American colonies had meeting places where they provide a meal besides offering a shelter to their people.

In the nineteenth century the term of “hotel” was frequently spoken by the people. This was considered much larger and luxurious then the inn.

The first hotel from United States was built in 1829 and it was called the Tremont House. But still, the luxury hotels were an exception for United States because the best hotels were established in Europe. For example the Grand Hotel from Rome or the Paris Ritz from London was considered as being some of the most luxury hotels from that time.²

The tourism industry was expanding very quickly in the world due to the global development; more and more hotels and hospitality and tourism institutions were built in places where the density of people started to grow. For example, hotels start to be built in the mountain area or in places hard to get due to the fact that the ski resorts started to function and also a lot of airlines companies started to develop their areas of activity.

Around 1960s, the resort hotels appeared. They were different than normal hotels by the fact that they were providing more services then just shelter and food to its customers.

They included besides basic activities, also social activities like golf,

¹ William Harrison was an English priest and collaborator of Holinshed Chronicles, writer of The description of England, Courier Dover Publications, 1968

² “Hotel Development”, 1996, Urban Land Institute, Washington DC.

tennis or scuba diver, cocktail lounge, dining rooms, where people could enjoy and meet new friends from different places from the world but staying in the same hotel.

Once with the increase of number of the hotels, the architecture of hotel had an expansion too. The owners of hotels saw the customer need to stay in a luxurious place even for just one night and they develop new architectures for their buildings and spent a large amount of money on them.

The technology played a very important role on this expansion. The more developed technology became, the more expanded were the customer's needs and a lot of money were spent for accomplishing those needs.

Over the years the tourism businesses became more trustable and the number of hotel chains is increasing every day all over the world. Nowadays, people go to those institutions more confident than in the past and they find in there more than just a place to stay over the night, or in time of vacations, they find recreation and entertainment.

III. MICRO-ENVIRONMENT AND MACRO- ENVIRONMENT INFLUENCES IN TOURISM INDUSTRY

Tourism business industry activates on fields like hotels, restaurants, tourism agencies, and event planning agencies, but it can be separated in three main parts: Accommodation, Food and beverages and Conference and Event Planning.

The Accommodation sector is growing fast and it offers a lot of job opportunities on different levels like: Hotels, Motels, Reception or Housekeeping. On this sector the women

workforce is higher than the men workforce based on the fact that women usually work in the housekeeping level or reception.

The second sector is Food and Beverages and it focuses on providing food and beverages for the hotel industry and restaurant industry, but also in fast food industry. Nowadays this sector is one of the best providers of job opportunities because it does not require a special education or studies and a lot of young people choose this work sector.

The third sector is Conference and Event Planning and includes all the event planning organizations and conference agencies that focus on organizing meetings, workshops, national events, weddings, or special events in the country. In order to work in this field the employees need a special training in organizational operations and event planning.

Those fields depend a lot on one variable: time, especially the free time. This industry activates from ancient times and through the ages it become more and more profitable. Nowadays, this industry plays a very important role in the economic field thinking on the fact that every cruise or travel/tourism agency has connections with hotels, restaurants or accommodation places in the area where they activate. This industry is in a fast growth and it gets larger and larger every day even if many researches showed that this business provides essentially the same basic services from ancient times.

The customer's needs have become very sophisticated and they have more and different requirements every time. This industry focuses on creating comfortable and relaxed environments for the customers which allow them to "feel like home" which can be considered as the "ordinary" aspect, but also in the same time tries to offer them the opportunity to try something totally different than their daily routine as the "extraordinary" effect.

³ As the hospitality area is very wide spread and the number of hotels and restaurants is growing every day, the customers can change their choice anytime and for this reason, the owners of these kind of institutions have to be aware of this fact and to focus attention on creating a place which can include all three sectors in order to have a successful business.

There are many reasons for the success or failure of a business and when it comes to tourism industry, the reasons behind the well-being of a business are very important to be considered by business people. In case of tourism industry, the environment plays a significant role in the long run of a business like this.

The environment represents everything outside and inside of a business; all the environmental variables which influence the success of the business might be: political, social and cultural, technological and many others. The main idea is to understand these variables and use them properly in order to be prosperous in business and not only.

In tourism industry, like many other industries, the business environment is made on two main components: micro-environment and macro-environment.

Micro-environment represents all the forces inside the company which can influence it or can have a strong impact over the firm's benefit. These internal forces are the assets of the firm, the variables which could bring more money to the business or could lead to totally failure. In respect to the micro-environment, these forces are the resources of the company: the people, the mission and the vision which express the business idea, products and services, prices, promotions and offers, campaigns,

distribution, marketing communication, profit and characteristics.

These forces represent the strengths of the business, the most powerful "weapons" a company could and should use in the market. As an example, the success of a business could be influenced by its people, its own employees because they are the main promoters of the company and if they are fulfilled with their jobs, they like what they are doing, they will give their best in work and always want to do more and more and progress. Another example could be about the mission of the company. A firm is not fully represented only by its name or status; a company is represented also by its mission and the mission should represent the beliefs of the company, a clear purpose and idea about the business.

In order to be successful, a business needs to take into consideration also the macro-environment and most of all, to understand it, to predict it and act according to it or better saying, to cope with all the changes that occur. Macro-environment refers to everything that is outside of the business but has a great influence: economical, technological, political forces, competitors, consumers, suppliers. These changes cannot be defined by the company and for this reason, the changes outside the company, could be represented in opportunities or threats. Opportunities could lead to a new perspective of the company, to a successful business, or a new product launch; Threats could lead to indecision, failure or even bankruptcy. An example of variable from the macro-environment could be the suppliers.

There are different kinds of suppliers in tourism industry, some of them are essential for the well-functioning of the business, and moreover they represent a larger picture of the business in the future. For example, for a good and successful business, one thing to keep in mind is to respect and honor the contracts: if a supplier of raw materials is being late with

³ The Nature of the Hospitality Industry: Present and Future Managers' Perspectives ,Abraham Pizam and Amir Shani, Article from Anatolia: An International Journal of Tourism & Hospitality Research; 2009, Author: Niranjana Das, H.J. Siemlich, Year: 2009, Vol. 20, Issue 1

the products, the tourism business is going to suffer and the profit as well.⁴

Regarding the influences of micro and macro-environment, the managers or the business owners must be aware of all these forces and must understand that when it comes to macro-environment, all they can do is to predict and find new solutions to adapt the change.

IV. CONCLUSIONS

Porter's five forces framework was originally developed to serve as an assessing the attractiveness of an industry structure. Nevertheless, nowadays this industry framework is often used by most organizations because of its multiple uses. One of these uses is the fact that it can provide a useful starting point for strategic analysis.

The five forces are: the threat of new entry in an industry, the threat of substitutes, the power of buyers, the power of suppliers and the extent of rivalry between competitors in the industry. All those forces influence the effectiveness of the company and the competitiveness within the industry and it will also have a great impact on its position over the market.

Regarding the tourism and hospitality industry, this analysis helps the companies to understand if there are any kinds of forces in the environment that will influence the profitability of the company and its capability to posit itself and maintain in the first place on the industry and community.

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⁴ "introduction to Travel and Tourism Marketing" 2001, Juta and Company EDT, J. A. Bennett, Johan Wilhelm Strydom