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GRT ENHANCED UNDERSTANDING OF HOTEL AND HOSPITALITY MARKETING TREND FOR THE NEXT GENERATION CONSUMERISM

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Abstract:- Throughout times tourism market has registered transversal characteristics like the increase of its supply and demand, which is something evident when we analyze international tourism demand data. According to the United Nation World Tourism Organization (UNWTO) this demand was around 25 million in 1950 and today it has reached 1.000 million tourists (UNWTO, 2013). On the other hand, also according to the UNWTO forecast for 2030, it is expected that international tourism increases in the next 10 years as much as in the period between 1950-2010 and, therefore, we could face a tourism demand of about 1.8 million tourists in 2030 (UNWTO, 2011).

Keywords: hotel and hospitality marketing , Enhanced Understanding , transversal characteristics .

INTRODUCTION :-

"Companies in tough economic times are finding other ways to establish contact with their prospects, such as trade shows, print ads, and direct mail,". Overall, the larger the company, the less percentage it devoted to marketing.(Miller, Cyndee) What viewpoint should guide a hotel, marketing and selling efforts? What relative weights should be given to the wellbeing of the hotel industry, the customers and society? This profile is characterized by a new tendency towards the decrease of birth rates, the increase of average life expectancy, changes in the concept of family, a growing urbanization and a unique and simultaneous coexistence of four different generations (Traditionalists, Baby Boomers, Generations Xers, Millennials). These generations have distinctive socio-cultural characteristics due to the structural differences which have shaped their everyday life and arose unique challenges in what concerns communication and interpersonal relationships (Lancaster & Stillman, 2002). These curiosities often collide, however an industry's marketing and selling activities should be accomplished under a philosophy of competence, success and social responsibility. In explaining marketing-related ability, many researchers use the terms "capability" and the other use "competency."(Xiong, Wei; Shang, Xiaoyan) There is a need to set up concept selling which will generate product efficiency knowledge amid customers in the market. Hotel enterprises also need to make use of modern marketing concepts, which are founded also on employee satisfaction as a primary precondition to achieving guest satisfaction(Shams Tabrez). When successfully applied, internal marketing, which focuses on employees and employee satisfaction, is reflected in the quality of the employee-guest relationship. The quality of services rendered is enhanced by the effective interaction of employees and guests. This ensures both the satisfaction of current guests and an increase in the number of new guests.(Perisic, Marina, MSc; Berecic, Jelena)

MARKETING INNOVATION

It is evident that social media has become a vital marketing channel for reaching potential customers and changed the way in which people learn about and ultimately choose products and services. Social networking has

played a significant role in the way consumers research destinations, make reservations, learn about new offerings, plan itineraries and communicate with service providers (Phelan, K. V., Hsiang-Ting, C., & Haney). Whether you want to open your own boutique hotel or a small bed and breakfast or otherwise an innovative budget hotel concept, there is only one thing in common that they all must have to succeed. They must be remarkable. What does this mean? Remarkable simply means attracting notice as being unusual or extraordinary, in other words worth making a remark about. In the present scenario the success of a hotel completely revolves around online guest reviews and social media. A stay at your hotel needs to be such that it should be such an original and touching experience that your guests will share videos, pictures, comments and reviews on their FaceBook, Google+, Instagram, YouTube, Twitter, TripAdvisor, Yelp, etc accounts. Besides making the viral message interesting to promote sharing, marketers who are aiming to promote product sales also need a strong force to encourage message senders and receivers to make purchase decisions. (Xiong, Lina Hu, Clark)

INDIAN CONSUMERISM PSYCHOLOGY

Consumers in developing nations have become aware of Western products and may develop Western expectations. Thus, while consumerism remains predominantly a "Western" phenomenon, the consumer movement is beginning to take on worldwide dimensions (Darley, William K, Johnson, Denise M) India is a terrain of never-ending diversity, richly fringed with cultural, architectural, natural heritage in business and trade conferences along with handicrafts and much more. This is thanks to our culture that teaches us 'AtithiDevoBhava' and to our rich architectural inheritance. Indian hospitality makes guests feel like 'kings and queens' in beautiful architectural palaces which are transformed later into comfortable hotel rooms to relax and revitalize (Musunuri, Durgamohan; Bharwani, Sonia). The Indian tradition of hospitality associated a well-developed tourist infrastructure is a bonus to the travel and tourism industry. It's a moment of pride for us Indians as nearly half of the leading hotels in the world are in India. Many hotels and resorts have exploded in India over the last few years to cater to the growing accommodation needs of travelers. Hotels in India are where history rubs shoulders with the 21st century hospitality. (Megehee, Carol M, Spake, Deborah F). India is going through an alteration. It has been exposed to new trends and people and is ready to accept changes. Prem Nath, Principal Designer, Prem Nath & Associates states that "Indian hospitality sector is witnessing one of its rare sustained growth trends in this era with tourism infrastructure developments rising towards its peak along the emerging trends in hotel designs. Current trends from the Indian hospitality sector are business hotels, convention hotels and entertainment hotels. Business hotels in India such as Vivanta by Taj, The Westin Mumbai Garden City, Marriott Hotels, and Hilton Hotels and Resorts are places that offer guests a soothing, contemporary environment for work and play".

INCENTIVE MARKETING

Robert McGregor, of McGregor Travel of Montreal, called incentive travel "the most volatile market. It's starting to account for a bigger share of total volume in Canada." "Incentive travel is a good deal for companies," said Christine Killinger, vice-president of Guy Tombs Ltd. of Montreal. "In this market, there are fewer customers for salespeople to approach, and a trip is a good incentive since often the salesperson would not buy it himself. "For a relatively minor outlay, the company can get greater effort from its whole sales force (Piton, Margaret. The Globe and Mail). Every year an 'n' number of hotels are opened and most are simply mediocre. Dim ideas always fade away with the masses. Always remember, the concept that you come up with needs to be so special that you catch your guests off guard and inspire them. Give them a thrilling experience and turn your guests into online brand ambassadors. In short, you can call these guests as the source for marketing and promotion; many of whom are veteran travelers who will not be easily impressed; and so you need to create a huge impact. For this, look beyond your own boundaries, be critical of your ideas and set the bar high.

PROFESSIONALISM AND CONSUMERISM

Contemporary consumerism is frequently the target of criticisms by intellectuals, academics, religious spokesmen and commentators (). Every year along with an 'n' number of hotels, an 'n' number of concepts also arrive; some set the bar high whereas some act the opposite. Vinay Bhartia, Founder and CEO of 3H Health and Hygiene Pvt. Ltd., stated that "There is an untapped market for a professional service that provides low allergen sanitized spaces to hotels. The reactions from our customers are especially encouraging and we plan to introduce the service in leading markets of the country by the end of the year. Providing Happiness through Health and Hygiene is our business."

Well, what is new and where is it leading? We have read many new trends and practices which have changed, are changing and will change. According to a survey commissioned by American hotel chain Starwood hotels & Resorts, nearly three-quarter of global travelers said their relationships with hotel loyalty programmers would last longer than the loyalty rate in marriages or jobs (The Economic Times (Online) The question here is, irrespective of future concepts and technological advancements, the end result is to see happy customers and to retain

the livelihood of the hotel business- the 'repeat guest' and to sustain the same.

In addition to technological innovation, innovation in services, in general, and in the hotel sector, in particular, can also be based on human capital and organizational factors (Thierry Rayna, Ludmila Striukova)

New marketing and innovation in consumerism have emerged to significantly increase hotel efficiency and effectiveness with proven bottom line benefits with three P's:

- 1) Profits - improve cost control systems and promote effective utilization of resources
- 2) Product - to achieve and maintain consistency in presentation standards and property upkeep
- 3) People - increase staff retention, effective leadership skills, personnel management and development.

When products and profits are spoken about, what directly or indirectly affect these two P's are people, i.e. external and internal. When talking about internal people, believing that the full participation of the employee in both design and outcome is a key to the success.

In recent decades, Guest CSR has been carried out in tourism-related industries as a form of sustainability. Ensuring high labor standards, promoting environmental sustainability and supporting local communities are important aspects of global hotel groups (Bohdanowicz & Zientara, 2008). While talking about external, at present the importance is given to guest education in hotels. Guest education is extremely important as this leads to lot of things directly related to hotels savings and towards CSR. Also, this can translate into savings on both utilities and the environment, perhaps achieving sustainability.

RECOMMENDATIONS AND CONCLUSION

Ongoing changes in the marketplace will continue to pose new challenges to the hospitality managers. Hence it is imperative that hospitality managers have to adopt radical changes in the way they conducted business thus traditional business model on which they have relied in the past, will no longer prove relevant. (Kandampully, Jay).

“Streamlining the onsite management process, Understanding performance standards and setting their criteria, Problem solving, marketing quality management techniques, Learning how to introduce, “Guest Quality Circles” are some of the new paradigm shifts which addresses the modern consumer.

The information gained through the marketing intelligence system must be used to identify desired target markets, create products for those markets, gain a desired position in the marketplace, understand the price sensitivity of markets, and to enable internal customers, the employees, to serve the customer better. If an organization can achieve these ends, its business will flourish (Bowen, John T)

So, the future will flourish only for those who have something extraordinary to present. The hotel designers of tomorrow take into account that the existing trends will be a great help in creating the most futuristic hotels worldwide. If, for the most luxurious hotels in the world, wealth was the motto, the key words that would characterize the architectural jewels of the future are: luxury space, light, science fiction, super-technology, elegant curves, and exorbitant strategic locations. New generation guests expect the hotels of tomorrow to not only be on land but also underwater and even outer space. What is strange is that some of these hotels have gone from being only a futuristic concept to becoming veracious. A futuristic luxury hotel in the world is proof that we have witnessed extraordinary changes. Welcome to the future!

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