

A Study on Services Marketing Mix With Reference to Hotel Industry in Mayiladuthurai Town



Commerce

KEYWORDS : Several innovative services provided by hotels such as laundry & linen, telephone telex, garage & parking lot, swimming pool, entertainment & recreation facilities

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ABSTRACT

Hotel industry one of the fastest growing industry in the current scenario .The demand of hotel industry has been increase in recent time and now day's tourists want highly specialized as well as customized services from hotel industry. In addition, competition in the field of hotel industry and tourism has always been extremely on top and it is always difficult for newcomers to adopt the new trends and demand their own market share. Therefore, Hotel industry professionals need to focus on offering better quality services at affordable prices for the customers. The main goal of the industry is to obtain customer satisfaction in terms of services and money and maintain stable relationship with customers in long term basis.

INTRODUCTION

A service is an act or performance offered by one party to another. Services are economic activities which create value and provide value for customers. Services are intangible activities which may be separately identified or tied to a physical product. However, the performance of a service is essentially intangible. It does not normally result in transfer of ownership as in case of products. Of late, business organizations have been making innovative efforts to market the various services offered by them. In services generating organizations like banks, insurance companies, hotels, transport companies, etc., application of marketing principles has become imperative for their growth and success, i.e., a marketer plans promotes and renders services to customers or clients. So, services marketing focus on selling the service the satisfaction of users or customers.

SERVICE MARKETING MIX

The traditional marketing mix is considered in the context of services. Since a different marketing mix is needed for services, some have expanded the traditional four Ps. Thus; the marketing mix components in service marketing include (i) Product (ii) Pricing (iii) Promotion (iv) Place (v) People (vi) Physical evidence and (vii) Process. The service marketer encounters many challenges in the form of heterogeneity of the services, requirements of customers, interaction with customers while delivering service, perishability of service and intangibility of offer, etc., these unique characteristics of services necessitate the extension of scope of marketing mix.

DEFINITION OF SERVICE MARKETING MIX

“The marketing mix concept is a well established tool used as a structure by marketers. It consists of the various elements of a marketing programme which need to be considered in order to successfully implement the marketing strategy and positioning in the company's market. It is the important internal elements or ingredients that make up an organization's marketing programme”- Adrian Payne.

The four is Ps of marketing mix namely; products, place, price and promotion are derived from a list developed from a list developed Harvard Business school in the 1960s. The original list included twelve elements: Product plan, pricing, branding,

Channels of distribution, personal selling, advertising, promotion, packaging, display, servicing, physical handling fact and analysis over a period of time, the marketing mix gained a wide acceptance of the markets and the four Ps were adopted. Many authors have extended four Ps to five, seven end eleven key elements, which should be considered in the marketing mix. Several authors' emphasis that a different marketing mix is needed for services. Marketing mix elements for service industries like banking and airlines are different from those of professional services.

STATEMENT OF THE PROBLEM

In the service industry, developing, and implementing successful marketing programmes are necessary to foster a customer orientation. Services marketing places ample emphasis on selecting and balancing the right marketing mix elements. The term 'marketing mix' was first introduced by Prof. Neil H.Borden of the Harvard business school. Later, it becomes widely used throughout other world. The practice in the initial stage of industrialization was that an organization fixed its Production facilities at first and then adjusted all other functional activities around it. In other words, marketing took place only after the manufacture of product. With the advent of rapid industrialization, more and more varieties of product were manufactured. Naturally importance was given to marketing activities. The role of service generating organizations becomes important. Creating the marketing mix is a task for management that will help customer-oriented marketing decisions.

METHODOLOGY

The researchers have collected primary and secondary data. The primary data were collected from the managers of the hotels in Mayiladuthurai. Secondary data collected from journals, websites, books ...etc.

OBJECTIVES:

1. To study about the amenities (i.e.) services product provided by the hotel industry.
2. To suggest the measures for improving its workings

LIMITATION OF THE STUDY:

1. This study is limited only to the registered hotels functioning at Mayiladuthurai.
2. Due to Non availability of data the researcher could not be explain all 7ps of services mix in hotel industry. The product, people, process and prices are discussed.

SERVICES MIX (7PS) IN THE HOTEL INDUSTRY

Product

Reception, Area, Rooms, Entertainment, Shopping, Personnel, Care, Communication, and Transport, Medical, Restaurants, Bars, Loungers, Swimming pools, Parks.

Place

Near Airports, Bus stands, Stations, Ports, Tourists, Spots, Shopping areas, Places of worship.

Price

Occupancyperiod, star category, Room capacity, Air- conditioning, Location room service, Taxes.

Promotion

Advertising, publicity, sales promotion, Word- of -mouth, pro-

motion, Telemarketing, Public Relations, Broadcasting.

Physical Evidence

Tariff cards, Menu cards, Interior decoration, Furnishing, House-keeping, Display boards, Lighting, Valets, Banquet Halls, Swimming Pools, and Gardens Halls.

People

Reception staff, House Keeping Staff, Banquet staff, Bell boys, Waiters, Chiefs, Maintenance staff, Administrative Staff.

Process

Housing keeping, Food Preparation, Check-in, Check-out, Foreign Exchange, Room service, Secretarial services, Meeting arrangements, Functions, Maintenance, and Landscaping.

SERVICES PROVIDED BY SAMPLE HOTELS (SERVICE PRODUCTS):

LODGING ROOMS AND BEDS:

Renting rooms is the most profitable sources of revenue of a hotel. It yields the highest profit margins and as such constitutes the main sources of hotel operating profit. Hotel accommodation has changed over the years with the rising standard of living.

BOARDING FACILITIES:

Productions marketing of Goods but in the hotel are preparing food for sales. So, production here refers to variety of foods prepared. In Mayiladuthurai the hotels are prepared more than 30 varieties of foods items. In this hotels maintain time schedule for each and every items and dishes to be prepared as per the time, season and assumption of sales daily. The hotels area accepted to bulk orders for Tiffin and meals and outdoor catering services for all types of functions undertaken. There are some additional varieties of snacks items and cool drinks or available at any time.

GUEST SERVICES:

LAUNDRY AND LINEN

In large hotels the house laundry is managed by the manager. The house laundry of this type compares favourable with regular commercial laundry.

Linen is the most abused and neglected commodity in most of the hotels. Only in most efficient unit in there is a system of exchange 'one for me'

GUEST LAUNDRY

In hotels having there in house laundry the guest laundry cleaning services are provided by concessionaries. The concessionaries is give a space in the building and allowed to install necessary equipment concessionaries do not accept the cash. The price list of laundry charges is agreed on by the valet and placed n each room by the hotel maids. Agreement is also made regarding the laundry bags, charge slips or any other supplies.

HOUSE LAUNDRY

In the event of a hotel having its own laundry this section comes under the house-keeping department. The department is responsible for laundering the hotel linen guests and clothes

SUB RENTALS AND CONCESSIONS

Rentals from stores and concessions are good source of revenue in many hotels. A store is defined as any space on the ground floor or space on other floor, rendered to other for operation which is not ordinarily operation of a hotel as part of usual hotel service.

TELEPHONE TELEX

A prompt efficient and accurate service is an important element

in building and maintaining good guest relations. Courtesy efficiency and helpfulness in handling guests' requirements and prompt and effective equipment are used as

- Manual system and
- Dialing system

GARAGE AND PARKING LOT

Any of the garage are operated either as concessions or on a management fee basic by car rentals or garage operating companies controlling garage revenue is required in every hotels.

The manager, parking attendants, starters, drivers, mechanics, helpers, workers, cleaners, clerk, and employee connected with this department.

SWIMMING POOL

Swimming pools are built to attract guests. The hotel may have out door or on premises swimming pool. Some of the hotels have the facilities of health club which provides facilities like message.

VALET

The practice of employing valet is hardly seen in any hotel in modern times. The process in almost deed as the house-keeping staff arranges a quick dry cleaning and pressing services from outside the hotel. The usual practice in the all hotels is to provide pack of needless. Thread and buttons for quests.

Guest may avail the services of cigars and news stand from the respective sale points. The sale of cigar or cigarettes are generally made at the stand direct to guests or other customers for cash, sale of packages of candy, chewing gum, smokers suppliers and other small merchandise are included in the total sale of cigar stand.

GIFT SHOPS AND SOUVENIRS

Sale from gifts shops are recorded separately. These may include the sale of candies, confectioneries, mineral waters, soda, ice cream, food product, novelties, fancy good etc.

BARBER SHOP/ HAIR DRESSING SALOON

Hair dressing saloon or barber shops is one of the minor revenue producing departments of a hotel. Income hotels, this department do only cash business.

BEAUTY PARLOUR

In most of the deluxe hotels beauty parlour is one of the main sources of income. It includes the amount received from the services rendered to the guests.

An outside firm may be contracted to supply floral arrangements in large hotels have their own horticulture department management by a horticulture manager with a number of supervisors, gardeners, senior gardens and gardeners.

ENTERTAINMENT AND RECREATION FACILITIES

On the basis of location and type of clientele, a hotel provides different types of recreational facilities to its guest such as ,Gamerooms,Movies,Tennis,gym facilities, Horse riding,Billiards, Cushions,garden...etc

BANQUET / FUNCTIONS

Banqueting or functional catering may be defined as the services of special function for specificgroup of people. Conference/ Functions.Political Conference, TradeUnion conference, National Sales conference International Conference

EXHIBITIONS IN HOTELS

Now a day's hotels are increasingly asked for exhibition facilities.

The main advantages from the exhibition organizer's point of view are under one roof an air of luxury as added to the attraction of bars, dining rooms and sleeping accommodations.

BUSINESS MEETING Hall

Business meetings in hotels are getting very popular and are turning an important source of revenues of many hotels.

SUGGESTIONS

1. The capital of the business should be increased so as to increase the working capital.
2. Improve the communication, and creating facilities to Guests.
3. Familiarize the hotel by giving advertisement in different media.
4. Improve the welfare facilities to the employees which will provide better service to the guests.
5. Implementation of lift facilities will improve the comfort to the guests.
6. To increase sales and to attract customer, the interior decoration is to be changed in a better way.

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