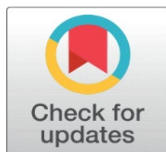
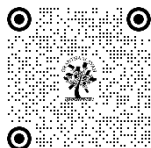


MARKETING INTELLIGENCE ROLE FOR DECISION MAKING IN INDIAN TOURISM

Dr. Anand Chauhan ¹, Ms. Nisha ²

¹Assistant Professor, Department of Management Studies Deenbandhu Chhotu Ram University of Science & Technology, Murthal, (India)

²Research Scholar, Department of Management Studies Deenbandhu Chhotu Ram University of Science & Technology, Murthal, (India)



ABSTRACT

Marketing Intelligence plays a vital role in the tourism industry by helping businesses understand consumer behavior, segment markets, analyze competitors, predict trends and optimize marketing efforts. This paper investigates the role of marketing intelligence from different perspectives and examines its benefits and challenges for the tourism sector. The conceptual framework explored marketing intelligence's role in the Indian tourism sector.

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Keywords: Marketing Intelligence, Tourism, Decision Making, Virtual Tourism, Social Media



1. INTRODUCTION

Marketing intelligence combines data, information and knowledge for optimal use to study markets, understand competition and consumer needs and help in business decisions. Kelley (1965) explained that supplying and applying information regarding external market environment is needed to understand tourism industry forces acquiring and analyzing. Zikmund (1996) explained the network was created to obtain continuous information by gathering marketing information from marketing research, market developments, and the inbound and outbound environment. Further explained the need to verify and validate the reliability and uniformity of information sources and helps for decision making. Kotler et al., (2013) define marketing intelligence as the "systematic collection and analysis of publicly available information about competitors and developments in the marketing environment".

Tourism is among largest and upsurging businesses in the world; having potential to affect the living design of the community. One of the primary essential channels of cultural trade is breaking barriers between individuals from many parts of the world. This is a collection of exercises, governments and businesses that convey travel-related data including transportation, accommodation, food and drink, retail store facilities, activity, and commercial and other home administration data for individuals or groups of travelers away from home.

Tourism can be a rapidly growing industry around the world. It has been widely recognized as a powerful driver of overall socio-financial improvement due to its business opening activities and improved infrastructure. It plans to boost other financial metrics through its forward and backward linkages. In addition, this is likely to create more jobs due to its exponential impact on the economy.

All marketing techniques companies employ in the travel and tourism sector are collectively called tourism marketing. It includes, for example, hotels, restaurants, entertainment venues, travel agents, and tour operators. (UNWTO, 2008) defines "Tourism is defined as the social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes."

(KPMG, 2017) Tourism and hospitality are among the 25 focus sectors under the government's 'Make in India' initiative. The year 2015 reported that 23.5 million jobs represent 5.5 percent of total employment and 986.2 thousand crore contribution to GDP. According to (WTTC) And the India Benchmarking Report 2015, every \$1 million spent on tours and tourism in India creates \$1.3 million in GDP. According to a government assessment, the tourism and hospitality industry has been a harbinger of "more inclusive growth" in India by promoting many businesses in the financial system and opportunities in several sectors such as hospitality, travel and entertainment, wellness, and other areas. Buchner, A.G., Mulvanna, M.D. (1998) define "A marketing intelligence system that collects data to identify similar users and their specific preferences within a given segment." This center aims to benefit insights into creating new offerings or enhancing current ones to make customers happy and generate more incredible monetary blessings for tourism and hospitality groups and their partners.

2. KEY CONCEPTS OF MARKETING INTELLIGENCE

1) Data Collection and Analysis

"Marketing Intelligence begins with collecting data from various sources, including sales reports, customer feedback, market trends, and competitor actions" (Chaffey & Ellis-Chadwick, 2019). This data is then analyzed to uncover crucial patterns and insights for decision-making.

2) Competitor Analysis

One of the primary components of MI is analyzing competitors' strategies, products, and market positioning. This helps businesses understand their competitive environment and anticipate potential threats or opportunities (Harrison, 2019). By tracking competitors' moves, companies can adjust their strategies accordingly.

3) Consumer Insights

"Marketing Intelligence focuses heavily on understanding consumer behaviors, preferences, and needs through various methods like surveys, web analytics, and social media listening" (Kotler & Keller, 2016). This helps businesses tailor their marketing strategies to satisfy customer demands better.

4) Trend Monitoring

Another aspect of MI is monitoring market and industry trends. By staying current on emerging trends, companies can capitalize on opportunities before they become mainstream (Chaffey & Ellis-Chadwick, 2019). For example, identifying shifts in consumer preferences or technological innovations can help businesses adapt in real time.

5) Market Forecasting

"MI also plays a significant role in forecasting market conditions, including sales projections, demand estimations, and revenue forecasts. This forecasting is crucial for resource planning, inventory management and strategic marketing" (Harrison, 2019).

3. LITERATURE REVIEW

3.1. MARKETING INTELLIGENCE

Sammon et al. (1984) investigated marketing intelligence in view of taking advantage of marketing by understanding the accountability of marketing and perceiving marketing. Further discussed is the idea of standards for marketing intelligence which are not appropriate. (Tsu et al., 2006) discuss the marketing intelligence cycle typically consists of various information phases i.e. directing marketing intelligence activities, collecting, validating, processing

and disseminating marketing intelligence. Jeyarani & Thangaraja (2016) found that marketing intelligence helps to reduce costs because it automates the consumption process. It helps serve information efficiently and competitors' information in real-time.

Mandal (2017) analyzes that marketing intelligence helps in decision-making through various information collected from the market and uses this information to make decisions for their customers. Al-Weshah (2017) found that marketing intelligence helps to maintain existing customers and develop new ones. Mandal (2018) raised concerns about the privacy of customers as well as collecting information through direct marketing and misuse & misrepresentation of research findings. Wangsankaew et al. (2018) find that marketing intelligence strategy provides consumer response, market fulfillment, industry advantage and expediency.

Anh et al. (2019) discussed the need for data mining on various components of marketing intelligence by suggesting multiple statistical techniques for data mining. Kamau (2019) indicated that marketing intelligence strongly and positively affected sales performance. S Kanwal et al., (2019) suggest that for improving the performance of an organization, MI factors i.e. organizational culture, process culture and planning may play a role.

Maria et al. (2020) discussed how marketing intelligence provides analyst insight, forecast methodology, consumer behavior & preferences and supply site analysis. Al-Hashem (2020) finds that knowledge sharing and marketing intelligence plays a vital role in achieving product innovation. Hendar et al. (2020) discuss various aspects of marketing intelligence: the generation of market intelligence, the diffusion of market generation of market intelligence

and the responsiveness of market intelligence with marketing capabilities acting as a partial intermediary between these aspects and business performance. Muthulakshmi et al. (2020) discuss four components of marketing intelligence i.e. product intelligence, competitor intelligence, customer intelligence, and market intelligence and found a significant relationship among them. Maria et al. (2020) found that the Internet changes the working environment of marketers as it provides convenience. Weng (2020) The results confirmed the role of IoT (Internet of Things) capability in enhancing marketing intelligence capability. Al-Hashem (2020) found that marketing intelligence partially mediates the relationship between knowledge sharing and product innovation.

4. TOURISM INDUSTRY IN INDIA

Raina et.al, (2004) mentioned the “multiplier effect” on tourism industry. The study shows that tourism helps transfer resources from developed to developing countries, increasing income from recent exports and thus boosting the economy. In their study, Baum .T and Szivas E (2007) felt the need to develop human resources and suggested the partnership of private and public players to enrich the outcomes.

Nag (2013) mentioned that ecotourism can contribute its best to the economy if applied better. It is based on tourist destinations, as most tourists like beauty spots where they feel the natural environment. Bhatia (2013) highlighted the strengths, flaws, possibilities, and risks of tourist places that people visit primarily for the beauty of its natural surroundings or for the exciting leisure, sports, and adventure activities the destination offers.

Banerjee (2014) suggests that human resource planning is considered vital as it solves human resource problems faced by an organization. The government needs to set up a committee consisting of HRD professionals and professionals from the tourism industry according to the needs of tourists. Tripathi & Siddiqui (2010) reveal that tourists give importance to the value of money and information. Information about their preferred features provides value to their relationship with tourists.

Dixit (2020) revealed that India has vast potential to grow in tourism. Over the years, the Indian tourism sector has greatly improved and created its place in the world tourism scenario by improving GDP and providing opportunities to related industries.

Jena & Dwivedi (2023) suggested that Rural tourism has potential to grow in India due to its diverse beauty and nature. Still, the government needs to plan tourism properly and implement policies. Rural tourism in India can contribute to the economy and create opportunities if proper planning and decision-making are done to avoid barriers.

Sanyal et.al (2023) focused on the growing concept of Homestay in the country and the beauty of enjoying the traditions and culture of local people. While foreign tourists are more emphasizing homestay so that local food , culture, tradition can be enjoyed while creating income sources for the locals and villagers.

Marketing intelligence in the tourism industry for decision-making

Kohli and Jaworski (1990) state that market intelligence consists of potential market extrinsic factors such as technology, competition, regulation, and other environmental impacts that may affect the needs and preferences of current and future customers. Mochtar and ardi (2001) analyzed the role of marketing intelligence in tourism for developing a pricing approach. The marketing intelligence framework includes a marketing data framework, market research, and choice decision-supportive networks. Pyo, Uysal, and Chang (2002) Describe how knowledge discovery in databases using data mining techniques may be applied to tourism destination management. The research delves into several areas of knowledge discovery, such as operational difficulties, methods, and methodologies, as well as applications connected to customers, markets, products and services, destination promoters, and tourism experts.

Hassenzahl, M., Tractinsky (2006) noted that another thing to consider is the usability of the marketing plan to be designed, so that users can work with a clear, full, and easy-to-use interface, contributing to a consistent, real-time decision-making process. Furthermore, user information ideas and needs are included. Olson (2007). Defines “marketing intelligence is a process to get and analyze information to understand tourism and potential opportunities in the future.” The benefit of adopting marketing intelligence is that we can obtain information from external sources such as social media more quickly, efficiently, and effectively.

Efrat et al. (2017) Marketing Intelligence analyzes how data mining technology can be applied to gather information about customers, competitors, markets, and industries and implement it as a process to apply to strategic marketing plans. Thangaraja (2016) found that distributors prefer the Internet to gather information to develop marketing intelligence systems that can properly assemble distributor decisions and make reliable decisions.

Ramos et al. (2017) suggest that there may be a desire to increase an advertising intelligence automation system, as it can enhance verbal exchange and facts for tourists. A Data warehouse can achieve it as it includes data mining techniques that access information and store it and discuss various marketing intelligence platforms that provide an economic benefit in tourism can be attained by automation of marketing intelligence. Zerba et al. (2018) discovered that the big data project offers fresh data sources for a deeper understanding of tourism. It encourages synergy between the public and commercial sectors, maximizing tourism's positive effects while minimizing its adverse effects.

Sanjeev & Birdie (2019) discussed the numerous troubles in subsequent decades related to Social media, chance control, talent management, assessment of resort property, IT application, employee loyalty and layout wondering for tourism and hospitality enterprises. Madhukar & Sharma (2020) found that tourist information technology can significantly influence promotional activities and improve service efficiency.

5. CONCLUSION

The result of this study is a conceptual development of market intelligence, both from a specific theoretical test and as a complement to the concept of competitive intelligence. Marketing intelligence suggests new sources of information for a better understanding of the tourist phenomena. This encourages collaboration between the public and business sectors to maximize tourism's benefits while minimizing its negative influence. It is concluded that knowledge sharing, information technology and the internet play a role in marketing intelligence in the Indian tourism sector as tourism is promising sector for growth of Indian economy. Tourist database, information, Marketing intelligence and knowledge management can boost the profitability and growth of the tourism sector.

CONFLICT OF INTERESTS

None.

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