



Marketing Research in Tourism

adapted from: www.careertrend.com

Marketing research wants to collect important information from the customers. In the case of tourism, the tourists are the customers. Just like any line of business, the tourism industry needs to strengthen its relationship with its customers by improving the quality of its services. Marketing research can be an important tool in fulfilling such need.

Function

Marketing research allows tourism organizations and businesses to gather and consolidate information reflecting customer satisfaction, wants and needs. In addition it can also provide statistics on customer`s number of visits, profiles and characteristics. The research can also measure which facilities and activities are very popular among the tourists and which areas of offered services need improvement. You will also be able to know how effective your advertising strategies are in attracting visitors.

Requirements

In conducting marketing research, the most important element is asking the right questions. The right questions always lead to accurate conclusions. The research process requires a well-organized survey process that wants to get the needed information and valid results. The survey questionnaire must be clear, direct and easy to answer. Another requirement of marketing research is the sample of customers who will answer the questionnaires. The marketing research must be administered and supervised by a team of individuals who are experienced in this field.

Benefits

Once you are able to gain relevant information about customers, you will be able to make calculated decisions and plans to satisfy customers and provide a better service. These decisions may include improvement of facilities, entertainment activities and customer service. When customers are satisfied, this will result to repetitive visits. Such customers become advertising tool as they will share their experience to their families and friends.

Considerations

The method of research must always be considered. The customers must be given adequate time to answer the survey and should be picked randomly to ensure that there is no mistakes on the results. Market research in tourism must be repeated if you need an effective result also because tourism trend may change suddenly or over a period of time. Factors that affect these changes may be political and economic events and situations.

Challenges

Conducting market research requires careful planning and evaluation. It can be expensive and it requires a considerable amount of time. You have to set realistic expectations in terms of what you can spend on the research in relation to what you can achieve by doing it.

A) Decide if these sentences are true (T) or false (F)

T F

1. Marketing research favor the creation of a strong relationship with customers	T	
2. Marketing research can't give information about the effectiveness of advertising campaigns		F
3. Marketing research must be based on clear, easy and direct questions	T	
4. Tourists' satisfaction means tourism increase	T	
5. Anyone can manage marketing researches		F

B) Match the definition...

... to the correct word

1. Something that needs great mental or physical effort in order to be done successfully and therefore tests a person's ability e	a. tool
2. The buildings, equipment, and services provided for a particular purpose d	b. statistics
3. A collection of numerical facts or measurements, as about people, business conditions b	c. survey
4. An examination of opinions, behavior, etc., made by asking people questions c	d. facilities
5. Something that helps you do a particular activity a	e. challenge

C) Choose the correct option looking at the text

1. The verb **TO STRENGTHEN** means:

- a. to make harder
- b.** to make stronger
- c. to make weaker
- d. to make easier

3. The expression **TO BE PICKED RANDOMLY** means:

- a. selected by skilled people
- b.** selected by chance or intentionally
- c. selected intentionally
- d.** selected by chance, or without intention

2. The verb **TO GATHER** means:

- a. to find
- b.** to collect
- c. to receive
- d. to analyse

D) Fill in the gaps using the given words

a. marketing – b. activities – c. explorer – d. differences – e. types – f. lifestyles –
g. segmentation – h. strategy – i. profiles – j. factors

Tourism market **segmentation** is considered a valuable **marketing** tool in creating an effective tourism marketing **strategy**. This study investigated the differences in visitors' **lifestyles** that would potentially influence their selection of a holiday destination. The study used a set of **activities**, interests and opinions to measure psychographic lifestyle typologies of foreign visitors who traveled to Jakarta. Factor analysis of the data identified six lifestyle **factors**, which were further analyzed using cluster analysis. The cluster analysis revealed four **types** of foreign visitors: culture interest shopping fans, sporty culture **explorer**, aspiring vacationer and want-everything vacationer. The four groups were compared through a chi-square test for independence analysis based on the types as well as the visitors' demographic **profiles**. Significant **differences** were found between the four groups in terms of age, race, employment status, number of previous trips to Jakarta, and travel companion.