



# Journal of Agricultural Management and Rural Development (JAMARD)

College of Agricultural Sciences, Olabisi Onabanjo University,  
Yewa Campus, Ayetoro, Ogun State, Nigeria



Vol 4. No. 1



# The System and Approach to the Marketing of Tourism and Hospitality Services in some Selected Hotels and Resort in Ondo State, Nigeria

Okhiria A.O. and  
Bello Y.O.

Olabisi onabanjo university,  
department of home and hotel  
management, ayetoro ogun state.  
Rufus giwa polytechnic, department  
of hotel and catering management,  
owo ondo state

## Abstract

The study was aimed at assessing the methods and the strategies adopted by four popularly patronized hotels and one tourist resorts in Akure, Ondo State. In marketing and the possible effects on customers' services.

A descriptive survey research method was used to elicit the data utilized.

Data were obtained from the hotel employees randomly selected from the four hotels and one resort centre. Twenty six (26) respondents were thus obtained from each of the studied organization, thereby giving this study a total of 130 respondents.

The results indicated that 3.85% supervisors, 1.54% managers and 7.70% management staff had marketing skill which were acquired not through professional training. 69.02% personnel had poor communication ability. A confirmation of low value placed on staff training 0.7.69% by many of the hotels proprietors under study thereby resulting in low rating on staff marketing proficiency.

The research confirmed that application of modern marketing strategy can enhance the marketing of tourism services. Problems of low level marketing orientation, inability of the hotels management to adopt the concept of marketing skills, low value placed on staff training were identified as factors inhibiting marketing proficiency on staff performance.

**Key words:** Marketing skill, system and approach, hospitality and tourism.

## Introduction

Tourism and Hospitality businesses are designed basically for the provision of accommodation, food, drinks and other essential services required by travelers, residents and visiting guests. These essential services were provided not only to satisfy guests but also to make reasonable profit in return. (Lilicrap, 2002).

To achieve this set goal, there is need to integrate modern feasible and viable marketing strategies that will make such company outsmork their contemporaries in the present highly competitive Hospitality and tourism market. However, it is expedient to know that it is not enough for a firm to design a methodology or concept to be tagged the company's marketing strategies as such a method is expected to have the capacity to effectively create adequate sales volumes for the company's product services (Lovelock, 1991).

Marketing as defined by Lovelock (1991) and Mardick (1990) is a total system of instructing business activities designed to plan, price promote and distribute want-satisfying products/services to potential customers. The implication is that the marketing is a process of discovering and translating customers' need and wants into products and services specification creating demands for those products and services and in-return expanding demand.

### Characteristic of Hospitality and Tourism Products and Services

To effectively formulate and implement the marketing strategy by the tourism/hospitality service providers, it is pertinent to thoroughly understand the special features by which its services can be identified with:

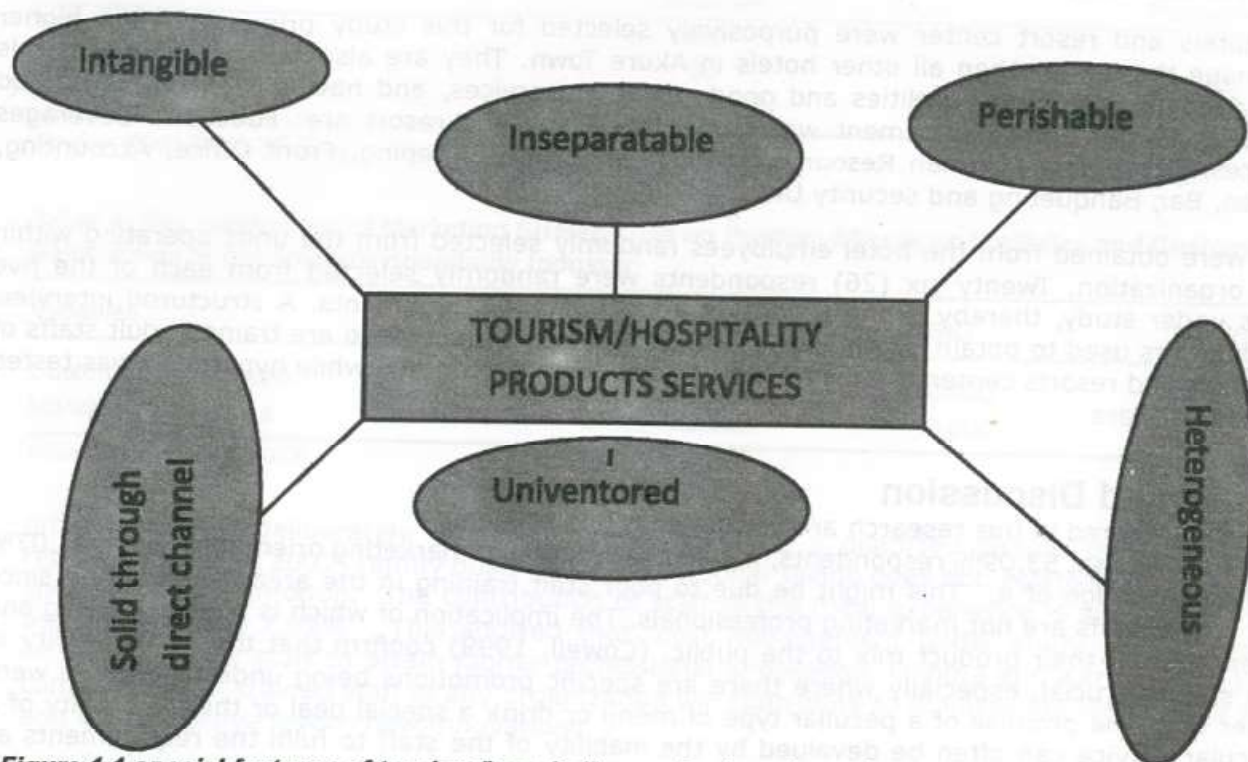


Figure 1.1 special features of tourism/hospitality products and services

Source: Bruce le cede et al., (2000)

**Intangibility:** - The intangibility nature of tourism and services means it cannot be touched, seen, tasted, heard or evaluated before they are purchased or consumed. For example, reading about a particular hotel facilities or watching a standard of a tourist site in a catalogue and television respectively is not enough for a potential consumer of such services to conclude that he/she has a prior knowledge of what to expect.

**Inseparability** - This feature implies that tourism/hospitality services are produced and consumed simultaneously. For instance, the service of food production and food service, accommodation provision and accommodation service/cleaning are consumed together/simultaneously by the consumer. (Bruce le Cede, 2000 and Judd, 2001).

**Perishability:** - This implies that when tourism and hospitality services are not produced and consumed at a particular periods or place it is needed; it is lost forever and could not be received in the future. Unoccupied theater hall, hotel rooms, unvisited tourist site and unused services of a waiter/ress or room chamber are typical examples.

**Heterogeneity:** - No two hospitality and tourism services are absolute the same particularly when they are labour intensive. It is difficult to standardize hospitality/tourism services; the application of electronics and computers device notwithstanding. It is difficult for a service staff in a hotel room to perform exactly at different occasion when presenting services to the consumers. Thus the difficulty in forecasting and judging exactly what a consumers' degree satisfactory as standardization do not exist in service.

**Lack of Inventory:** - Due to their intangible nature, hospitality and tourism services cannot be inventoried and store, meaning lack of inventory. These features suggest that the necessary equipment and labour can be held in readiness to create services but they represent the capacity to provide the service, not the service itself (Lovelock 1991 and Mancin, 2005).

The research is aimed at assessing the marketing strategy and impact on productivity especially customers services in some selected hotels and tourist centers in Ondo State, Nigeria.

## Materials and Method

The study was conducted in Akure, Ondo State. The hotels used for the study were Owena Hotel, Hotel Marine Plaza, Idanre Hill Resort, New Castle Hotel and Pleasure Tourist Resort.

The hotels and resort center were purposively selected for this study primary for the higher patronage they enjoy than all other hotels in Akure Town. They are also well established hotels with standard structures, facilities and good customer services, and having high profile trained members of staff. The department within the hotels and the resort are: Food and Beverages Services, Reservation, Human Resource Management, House Keeping, Front Office, Accounting, Kitchen, Bar, Banqueting and security Unit.

Data were obtained from the hotel employees randomly selected from the units operating within each organization. Twenty six (26) respondents were randomly selected from each of the five hotels under study, thereby giving the study a total of 130 respondents. A structured interview schedule was used to obtain information from the 130 respondents who are trained adult staffs of the hotels and resorts center. Data were analyzed in using percentage while hypothesis was tested using Chi-square.

## Results and Discussion

The data gathered in this research are discussed in this section.

Table 1 shows that 53.09% respondents, had fair knowledge of marketing orientation while 23.07% had no knowledge of it. This might be due to poor staff training in the area of marketing since most of the staffs are not marketing professionals. The implication of which is poor packaging and presentation of their product mix to the public. (Cowell, 1999) confirm that the selling ability of hotel staff is crucial, especially where there are specific promotions being undertaken. He went further that "the promise of a peculiar type of menu or drink a special deal or the availability of a particular service can often be devalued by the inability of the staff to fulfil the requirements as promised. It is therefore important to involve service staff in the formulation of a particular offer and to also ensure that briefing and training are undertaken so that the customer can actually experience what has been promised.

Table 2 presents results of respondents' view on the possible causes of poor marketing performances. The results show that inconsistency in job description scored 3.08% being the lowest and poor communication ability being the highest 69.02%. Appropriate method of communication is vital, Okhiria and Karim (2005) asserted that personnel ought to check that the message is complete,

**Table 2: Distribution of respondents based on view on the possible causes of poor marketing performance by personnel in the hotels under study.**

Variables	Frequency	Percentage (%)
Poor standard and performance	25	19.02
Inconsistent job description	05	3.08
Poor training/Briefing	10	7.69
Poor communications ability	90	69.02
<b>Total</b>	<b>130</b>	<b>100.00</b>

Source: (Field Study, 2012)

**Table 1: Distribution of respondents on knowledge of marketing**

Variables	Quantity	Percentage (%)
Average	10	7.69
Good	20	15.30
Fair	70	53.09
Poor	30	23.07
<b>Total</b>	<b>130</b>	<b>100.00</b>

Source: (Field Study, 2012)

**Table 3: Distribution of respondents based on the relevance of information technology (IT) to Hospitality and Tourism Services**

Variable	Frequency	Percentage (%)
Yes	100	77.00
No	30	23.00
<b>Total</b>	<b>130</b>	<b>100.00</b>

Source: (Field Study, 2012)

**Table 4: The Application of Marketing Strategy has no Positive Effects on the Sales and Customers Satisfaction in the Tourism/Hospitality Industry**

Variables	N	Df	X2 CAL	SIG	DECISION
Customer Satisfaction	130	4	70.154	0.000	S
Marketing Strategies	130	1	29.569	0.000	S

Source: (Field Study, 2012)

otherwise he is deliberately or unintentionally creating a distorted picture in the mind of the receiver. Lilicrap, (2002) rightly observed that "personal selling does not, relate solely to supporting special menu promotion. The contribution of staff to the meal experience is vital". Poor training assessment was 7.69%. This showed that most management under study placed poor value on training their staff to attain higher professional knowledge. Okhiria and Karim (2005) further confirmed that "trained staff in any organization will contribute to maintaining standard of services and even improve it with new innovations.

Table 3 shows that 77.00% of the respondents agree that information technology enhances efficiency and effectiveness in marketing of tourism/hospitality service. Hnyton (1998) confirmed that Hotels proprietors need to know where they should be investing their money in order to provide the most technological tools to their employees and to be certain the tools and the users are accomplishing what they intended to do.

### Hypothesis Testing

The hypothesis testing;  $H_0$ : the application of marketing strategy has no positive effects on the sales and customers satisfaction in the tourism/hospitality industry.

The above table showed that the application of marketing strategy has positive effects on the sales and customers satisfaction in the tourism/hospitality industry. Therefore, the hypothesis which stated that "the application of marketing strategy has no positive effects on the sales and customers satisfaction in the tourism/hospitality industry" will be rejected.

### Conclusion and Recommendations

The research confirmed that application of modern marketing strategy can enhance the marketing of tourism services. Problem of low level marketing orientation, inability of the hotels management to adopt the concept of marketing skill, low value placed on staff training were identified as factor inhibiting marketing proficiency on staff performance. Also, the findings revealed that information technology will enhances efficiency and effectiveness in marketing of tourism/hospitality service. Furthermore, the findings revealed that the application of marketing strategy has positive effects on the sales and customers satisfaction in the tourism/hospitality industry. Therefore, it is recommended that the staffs should well equipped in areas related to marketing which will serve as a boost to their marketing skills.

References

Bello Y.O. (2006) an unpublished Monograph on Food and Beverages Management II, Rutus Giwa Polytechnic, Owo Pp15-18

Bruce Le Cede and Fri Dama (2000): Employee perception of the Information Technology. Australian Journal of Information System. Vol 7 no. 2. Pp 10-21

Cowell D. (1999) The Marketing of Services, London AP publications Ltd. Pp 25-23

Hnyton Jeremy (1998); Principles of Hotel Front operations. Best Ford Academy and Education Ltd, London: Pp 10-21

Institute of Marketing (1975): Committee on Definitions, marketing definition. A glossary of marketing Terms, Chicago. Pp 241-243

Judd R.C. (2001) "The case for Reading Service" Journal of Marketing, January 28th. Vol 3:121-132

Lilicrap D. Cousins J. (2002) Food and Beverage Service 6th Edition. Hodder and Stoughton Educational, 338 Euston Road, London Nwi 3BH (6): 215-220.

Lovelock H.C. (1991). Why Marketing Management needs to be different from service, Homewood Illinois. Pp 25-34

Mancin R. (2005) "The Marketing of Service" Management and Strategy. New York John Wiley and Sons inc. 2: 21-42

Murdick V. 1990: Service Operation management Hodder and Stoughton, London: Pp 18-23

Okafor S. (2004) Marketing of Commercial Bank Service' Nigeria financial Review. (4) : 96-102.

Okhiria A.O. and Karim R.O. (2005) A manual of Home and Hotel Management. Ejide Printing Press, Oke Oyinbo Ayetoro Ogun State Nigeria. Pp 35-53.