

Market Orientation Concepts of Hoteliers towards Development of Tourism

Murugan S K, Senthilkumar T S

*Ph.D. Research Scholar in Commerce, Research and Development Centre, Bharathiar University,
Coimbatore, Tamilnadu, India*

Email: murugan908@gmail.com, senpadpri@gmail.com

Abstract:

Marketing the products is a common aim of any business man. When the goods, once produced for the purpose of sales are sold in the respective market at a high rate the marketers are happy and get confidence on the style or pattern or technique they use in sales. When all the goods are sold, they are able to withstand in the competitive market, as different types of competitions are prevailing in the markets. Many a time it becomes impossible to sell all the goods produced by the business men. During these circumstances, as it is a well-known service industry these depend on selling techniques services to hotel respondents. Many services are intangible and some are perishable. Hence they concentrate on rendering maximum possible services by taking into account the variable which need more concentrations. Hotel industry and tourism are the two sides of a coin. Both go together, run together, walk together hand in hand will also get advancement. On the other hand when there is lop sided development, both the industries will get affected. This study brings to light the various Market Orientation Concepts of Hoteliers towards Development of Tourism.

Keywords: *Customer Satisfaction, Market Information, Market Orientation, Quality Consciousness, Quick Decisions and Communication*

I. INTRODUCTION

Hotel industry plays a dominant role in developing tourism and vice versa. It is due to the global slowdown and over supply, the hotel industry at present has been facing a lot of challenges. With the increasing number of players and the entry of foreign chains, the one factor that needs to be focused upon is the positioning. One needs to create an image in the minds of the travellers to bring them back to the same hotel the next time. Today, even the business traveller is looking out for value for the money he is spending. Therefore, the word quality has become important today. But in India, the general lack of concern for the customer is quite prevalent. Hotel industry becomes important for the economy considering the fact that it generates employment across the nation. For every 4 jobs created directly, 18 jobs per room are created indirectly. The industry boosts the all-around economic activity and is a demand driver for products of more than 100 industries.

India needs to adopt planning and management approach on scientific lines to achieve success in tourism. Fortunately, tourism planning and development is now increasingly attending the attention of researchers from different disciplines ranging from geography, history, sociology, economics, commerce management and environment sciences. Since each state in the country represents its own geo-socio-cultural identity, it therefore demands specific tourism development plans and action thought within umbrella of an overall tourism prospective for the country. The hoteliers are providing lot of marketing techniques to promote the industry. Some are easy, some are moderate and some are difficult. But a development will occur only when there is provision of all good services to all users. The hoteliers orient lot of good provisions. When they are made available to the users the industry will be placed in an elevated plane. Hence a study on various Market Orientation Concepts of Hoteliers towards Development of Tourism was felt important and is now done.

II. METHODOLOGY

The major objective of the study was to evaluate the market orientation concepts applied by hoteliers to develop tourism. An interview schedule was prepared by the researcher for collecting the primary data. Before preparing the interview schedule, the researcher made a comprehensive review of the literature both directly and indirectly connected to the topic. The variables to be studied were identified by the researcher with the help of the officials of the Hotel Corporation of India, the TTDC, the District Industries Centre and the Tamil Nadu Industrial Investment Corporation.

Coimbatore is one among the 32 districts of Tamil Nadu. There are ten Revenue Taluks in Coimbatore district. As per the records of the Administrative Records of Hotels of the Ministry of Tourism, there are 741 hotels of all kinds in the sample district. All categories of hotels are run by people who have put in more than 15 years of service. These hoteliers were chosen as they have more number of respondents when compared to others. All these categories have numerous customers. These hotels were chosen on the basis of random sampling technique. In the present study the sample size is confined to 360 beneficiaries. Thus random sampling method was applied. Tippet's Random Sampling Numbers were used for selection of the respondents. The respondents were categorised into Less than 20 years, Between 20 and 30 years and Above 30 years. The various variables identified for the purpose of the study includes only Quality Consciousness, Customer Satisfaction, Market Information, Quick Decisions and Communication.

III. QUALITY CONSCIOUSNESS

Quality is an abstract term which can also be measured in quantitative aspects. Consciousness is the state or quality of awareness, or, of being aware of an external object or something within oneself. It has been defined variously in terms of sentience, awareness, qualia, subjectivity, the ability to experience or to feel, wakefulness, having a sense of selfhood or soul, the fact that there is something "that it is like" to "have" or "be" it, and the executive control system of the mind. In contemporary philosophy its definition is often hinted at via the logical possibility of its absence, the philosophical zombie, which is defined as a being whose behavior and function are identical to one's own yet there is "no-one in there" experiencing it.

In order to ascertain the significant relationship between quality consciousness and market orientation, data relating to the opinion of the respondents on the statement quality consciousness to all classes were collected by Likerts five point scaling technique and analysed. The results of analysis are presented in Table 1.

Table 1: Quality Consciousness and Market Orientation Analysis

Sl. No	Group	Number	Mean	Standard Deviation	S.D Error	Coefficient Variation
1	Less than 20 years	90	3.769	0.891	0.065	23.63
2	Between 20 and 30 years	190	3.241	0.782	0.062	24.13
3	Above 30 years	80	3.362	0.765	0.059	22.77
	Total	360	3.457	0.813	0.063	23.52

Source: Computed data

Table 1 reveals that there are minor differences in the means of the respondents of three categories, regarding quality consciousness. The analysis shows that the 'less than 20 years' category respondents have the maximum mean score of 3.769 while the 'between 20 and 30 years' category respondents have a low mean score of 3.241. Accordingly, the standard deviation is more in 'between 20 and 30 years' category respondents and the least in 'above 30 years' category.

By comparing the Co-efficient of Variation, it is inferred that it is less in 'above 30 years' category respondents, for they are familiar with long experiences than the respondents of the other two categories. Higher variation is identified in 'between 20 and 30 years' category for not able to provide quality in all respects as they have less experience.

Relationship Testing

In order to investigate the existence of relationship between different categories of respondents on market orientation towards quality consciousness to all classes a one way ANOVA was used to determine whether there

existed a significant difference among groups and within the groups of the three categories of respondents. The results of the one way ANOVA is presented in Table 2.

Table 2: ANOVA of Market Orientation

Sl. No	Source	DF	Sum of Squares	Mean Squares	F Ratio	Significance
1	Among groups	3	5.320	1.733	3.335	0.020
2	Within groups	356	189.302	0.532		
	Total	359	194.622			

Source: Computed data

It is evident from Table 2 that the calculated value of F ratio (3.335) is greater than the critical value of F distribution with three and 359 degrees of freedom, whereas it is 2.65 in the 'F' Table. So the null hypothesis, that there is no significant relationship between quality consciousness to all classes and market orientation of the respondents, is rejected. Hence it is concluded that there is significant relationship among the variables and market orientation of the respondents.

IV. CUSTOMER SATISFACTION

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:"

1. "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."
2. "Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

In order to ascertain the significant relationship between customer satisfaction and market orientation data relating to the opinion of the respondents on the statement customer satisfaction to all classes were collected by Likerts five point scaling technique and analysed. The results of analysis are presented in Table 3.

Table 3: Customer Satisfaction and Market Orientation

Sl. No	Group	Number	Mean	Standard Deviation	S.D Error	Coefficient Variation
1	Less than 20 years	90	3.228	0.949	0.050	29.40
2	Between 20 and 30 years	190	3.125	0.946	0.049	30.27
3	Above 30 years	80	3.486	0.9760	0.514	28.00
	Total	360	3.280	0.957	0.060	29.18

Source: Computed data

Table 3 reveals that there are minor differences in the means of the respondents of three categories, regarding market orientation on customer satisfaction. The analysis shows that the 'above 30 years' category respondents have the maximum mean score of 3.486 while the 'between 20 and 30 years' category respondents have a low mean score of 3.125. Accordingly, the standard deviation is more in 'above 30 years' category respondents and the least in 'between 20 and 30 years' category.

By comparing the Co-efficient of Variation, it is inferred that it is less in 'above 30 years' category respondents, for they are familiar with fixing the satisfaction level of customers than the respondents of the other two categories. Higher variation is identified in 'between 20 and 30 years' category.

Relationship Testing

In order to investigate the existence of relationship between different categories of respondents on market orientation towards customer satisfaction to all classes a one way ANOVA was used to determine whether there existed a significant difference among groups and within the groups of the three categories of respondents. The results of the one way ANOVA is presented in Table4.

Table 4: ANOVA of Market Orientation

Sl. No	Source	DF	Sum of Squares	Mean Squares	F Ratio	Significance
1	Among groups	3	88.042	29.347	44.776	0.0000
2	Within groups	356	233.333	0.655		
	Total	359	321.375			

Source: Computed data

It is evident from Table4 that the calculated value of F ratio (44.776) is greater than the critical value of F distribution with three and 359 degrees of freedom, whereas it is 2.65 in the 'F' Table. So the null hypothesis, that there is no significant relationship between customer satisfaction to all classes and market orientation of the respondents, is rejected. Hence it is concluded that there is significant relationship among the variable and market orientation of the respondents.

V. MARKET INFORMATION

A market contains huge quantity of information whether good or bad. Many are spreading good information and some others spread evil information (badrumours). One has to be careful in market information. Hoteliers will be careful in such type of information. In order to ascertain the significant relationship between market information and market orientation, data relating to the opinion of the respondents on the statement market information to all classes were collected by Likerts five point scaling technique and analysed. The results of analysis are presented in Table 5.

Table 5: Market Information and Market Orientation

Sl. No	Group	Number	Mean	Standard Deviation	S.D Error	Coefficient Variation
1	Less than 20 years	90	2.753	0.618	0.033	22.45
2	Between 20 and 30 years	190	2.558	0.570	0.0301	22.28
3	Above 30 years	80	3.497	0.970	0.0511	27.74
	Total	360	2.936	0.719	0.037	24.16

Source: Computed data

Table 5 reveals that there are minor differences in the means of the respondents of three categories, regarding market orientation on market information. The analysis shows that the 'above 30 years' category respondents have the maximum mean score of 3.497 while the 'between 20 and 30 years' category respondents have a low mean score of 3.865. Accordingly, the standard deviation is more in 'above 30 years' category respondents and the least in 'between 20 and 30 years' category.

By comparing the Co-efficient of Variation, it is inferred that it is less in 'between 20 and 30 years' category respondents, for they are familiar with the available market orientation than the respondents of the other two categories. Higher variation is identified in 'above 30 years' category for provision of good market information.

Relationship Testing

In order to investigate the existence of relationship between different categories of respondents on market orientation towards market information to all classes a one way ANOVA was used to determine whether there existed a significant difference among groups and within the groups of the three categories of respondents. The results of the one way ANOVA is presented in Table 6.

Table 6: ANOVA of Market Orientation

Sl. No	Source	DF	Sum of Squares	Mean Squares	F Ratio	Significance
1	Among groups	3	36.405	12.135	14.14	0.000
2	Within groups	356	305.525	0.855		
	Total	359	341.931			

Source: Computed data

It is evident from Table 6 that the calculated value of F ratio (14.14) is greater than the critical value of F distribution with three and 359 degrees of freedom, whereas it is 2.65 in the 'F' Table. So the null hypothesis, that there is no significant relationship between market information to all classes and market orientation of the respondents, is rejected. Hence it is concluded that there is significant relationship among the variable and market orientation of the respondents.

VI. QUICK DECISIONS

Decision-making is regarded as the cognitive process resulting in the selection of a belief or a course of action among several alternative possibilities. Every decision-making process produces a final choice, which may or may not prompt action. Decision-making is the process of identifying and choosing alternatives based on the values, preferences and beliefs of the decision-maker. Decision-making can be regarded as a problem-solving activity terminated by a solution deemed to be optimal, or at least satisfactory.

In order to ascertain the significant relationship between quick decisions, data relating to the opinion of the respondents on the statement quick decisions to all classes were collected by Likerts five point scaling technique and analysed. The results of analysis are presented in Table 7.

Table 7 : Quick Decisions and Market Orientation

Sl. No	Group	Number	Mean	Standard Deviation	S.D Error	Coefficient Variation
1	Less than 20 years	90	2.870	0.777	0.0410	27.07
2	Between 20 and 30 years	190	2.791	0.691	0.0364	24.77
3	Above 30 years	80	3.197	0.922	0.9486	28.81
	Total	360	2.947	0.797	0.043	27.04

Source: Computed data

Table 7 reveals that there are minor differences in the means of the respondents of three categories, regarding market orientation on quick decisions. The analysis shows that the 'above 30 years' category respondents have the maximum mean score of 3.197 while the 'between 20 and 30 years' category respondents have a low mean score of 2.791. Accordingly, the standard deviation is more in 'above 30 years' category respondents and the least in 'less than 20 years' category.

By comparing the Co-efficient of Variation, it is inferred that it is less in 'between 20 and 30 years' category respondents, for they are familiar with managing any type of respondents than the respondents of the other two categories. Higher variation is identified in 'above 30 years' category.

Relationship Testing

In order to investigate the existence of relationship between different categories of respondents on market orientation towards quick decisions to all classes, a one way ANOVA was used to determine whether there existed a significant difference among groups and within the groups of the three categories of respondents. The results of the one way ANOVA is presented in Table 8.

Table 8: ANOVA of Market Orientation

Sl. No	Source	DF	Sum of Squares	Mean Squares	F Ratio	Significance
1	Among groups	3	12.007	4.026	11.473	0.000

2	Within groups	356	124.920	0.351		
	Total	359	136.997			

Source: Computed data

It is evident from Table 8 that the calculated value of F ratio (11.473) is greater than the critical value of F distribution with three and 359 degrees of freedom, whereas it is 2.65 in the 'F' Table. So the null hypothesis, that there is no significant relationship between quick decisions to all classes and market orientation of the respondents, is rejected. Hence it is concluded that there is significant relationship among the variable and market orientation of the respondents.

VII. COMMUNICATION

Communication is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules. The scientific study of communication can be divided into:

Information theory which studies the quantification, storage, and communication of information in general; Communication studies which concerns human communication; Human communication is unique for its extensive use of abstract language. Development of civilization has been closely linked with progress in telecommunication.

In order to ascertain the significant relationship between communication, and market orientation data relating to the opinion of the respondents on the statement communication to all classes were collected by Likerts five point scaling technique and analysed. The results of analysis are presented in Table 9.

Table 9: Communication and Market Orientation

Sl. No	Group	Number	Mean	Standard Deviation	S.D Error	Coefficient Variation
1	Less than 20 years	90	3.919	0.892	0.047	22.76
2	Between 20 and 30 years	190	2.622	0.599	0.032	22.85
3	Above 30 years	80	3.481	0.941	0.051	27.03
	Total	360	3.340	0.811	0.048	24.28

Source: Computed data

Table 9 reveals that there are minor differences in the means of the respondents of three categories, regarding market orientation on communication. The analysis shows that the 'less than 20 years' category respondents have the maximum mean score of 3.919 while the 'between 20 and 30 years' category respondents have a low mean score of 2.622. Accordingly, the standard deviation is more in 'above 30 years' category respondents and the least in 'between 20 and 30 years' category.

By comparing the Co-efficient of Variation, it is inferred that it is less in 'less than 20 years' category respondents, than the respondents of the other two categories. Higher variation is identified in 'above 30 years' category.

Relationship Testing

In order to investigate the existence of relationship between different categories of respondents on market orientation towards communication to all classes, a one way ANOVA was used to determine whether there existed a significant difference among groups and within the groups of the three categories of respondents. The results of the one way ANOVA is presented in Table .10.

Table 10: ANOVA of Market Orientation

Sl. No	Source	DF	Sum of Squares	Mean Squares	F Ratio	Significance
1	Among groups	3	11.205	3.737	12.595	0.000
2	Within groups	356	105.520	0.297		
	Total	359	116.775			

Source: Computed data

It is evident from Table 10 that the calculated value of F ratio (12.595) is greater than the critical value of F distribution with three and 359 degrees of freedom, whereas it is 2.65 in the 'F' Table. So the null hypothesis, that there is no significant relationship between communication to all classes and market orientation of the respondents, is rejected. Hence it is concluded that there is significant relationship among the variables and market orientation of the respondents.

VIII. FINDINGS AND SUGGESTIONS

The hypothesis on the selected five variables were framed to determine whether there existed a significant difference between different groups and with in groups of the three category of respondents. 'F' test was applied and results were interpreted. The overall analysis has revealed that the variables like Quality Consciousness, Customer Satisfaction and Communication, have significant relationship between these variables and Market Orientation of the respondents. It is revealed from the variables such as Market Information and Quick Decisions, have no significant relationship between these variables and Market Orientation of the respondents.

It is suggested that the hotel association should disseminate information among its members to realize their strength and weakness and they should be made aware of the opportunities and threats for their business. The TTDC and the federation of restaurants can take steps in this regard. As the level of business performance depends on various factors it can be increased by giving individual attention to the variables which face problems in the course of business.

Added to this, the hoteliers should try to create loyalty for their service among the customers so that they sell their products at free of promotion cost. The hoteliers can be advised to realize the importance of word-of-mouth as a promotional tool. When these measures are implemented, the industry will be placed in an elevated plane.

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