



Article Title

Emerging sales and marketing challenges in the global hospitality industry: A thematic analysis of customer reviews from the world's top two tourist destinations.

Citation

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Abstract

This paper attempts to identify the emerging themes that can shed light on the sales and marketing issues and challenges being faced by global hospitality organizations.

Methods

The paper utilizes a multi-method approach for data collection. A thorough literature review, a focus group and personal interviews were conducted to explore the themes and construct a tentative thematic web. Publicly accessible secondary data in the form of customer reviews were drawn from world's leading web site – Tripadvisor.com. A total of 702 reviews of the customers of luxury hotels from the world's top two tourist destinations – France and USA – were analyzed, using thematic analysis. Customers' perspective is juxtaposed with industry's perspective to offer insights on the sales and marketing issues and challenges being faced by hospitality organizations globally.

Results

Marketing challenges, namely personalization/customization of services, service management, creating a strong parent brand, under-utilization of the social media and diverting tourists from heritage properties, are identified as some of the key emerging sales and marketing issues and challenges faced by the global hospitality industry.

Conclusion

This research paper has provided an overview of the emerging sales and marketing challenges faced by the global hospitality industry. Thematic analysis has identified some important issues that cause dissatisfaction the hospitality customers and Figure 3 presents all the identified challenges. It is certain that sales and marketing managers are faced with glaring challenges around service management, creating a strong and differentiated brand identity, managing the direct and indirect sales channels, efficiency in check-in-check-out services, managing the customer feedback and acting on it, offering guests a total experience that is a bundle of varies services, managing the attributes of the hotel and deciding the price-point of the rooms and well as the add-on services.