

# THE TOURIST MARKETING AND ANALYSIS OF TOURIST SATISFACTION

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## *Abstract:*

*It is admissible by everyone that tourism is the most important branch of economic activity worldwide. The wider tourism field contributes more than anything else to the formation of the gross domestic product in most countries of the world. The tourist marketing, program, and its strategies should be related to basic choices of the form of local tourist development and advances of the tourism field. The target of the article is to highlight theories that prove the satisfaction of consumers and factors of clients' satisfaction from the hotel services, given that the satisfaction of clients is the most important factor for the sustainability of enterprises but also the increase of competitiveness. In this article, the definitions and basic theories of clients' satisfaction are analyzed according to bibliographical references and a literature review of empirical researches in enterprises of services provision follows aiming at the measure of clients' satisfaction. A basic conclusion of this research is that the most important factor that influences most the satisfaction of clients is the quality of offered services.*

*Keywords: tourist marketing, tourist, tourist destination, tourist product, tourist market*

## **1. Introduction**

Tourism is a phenomenon that is continuously advanced and transformed as a consumer activity. Tourism is continuously developed by the tourist industry and every business uses marketing to create new ideas, products, services, and destinations and to attract the consumer. Taking the above-mentioned into consideration, the tourist activity had and still has a special economic meaning regarding both the private and the public field for the tourist countries and their regions (let alone for Greece, a mainly tourist country).

Tourism is mainly an industry in which the product that is produced is closely intertwined with the human element, which interferes in the production process in any way, for example in cases of providing hospitality services by the personnel of hotels and every kind of travel services (Igoumenakis, 2013, p.26). A strong tourist field contributes swiftly to an increase in the national income of every country, the fight against unemployment and the improvement of the balance of payments. The purpose of the article is to highlight theories that govern the satisfaction of clients and factors of clients' satisfaction from the services of the hotel. The satisfaction of clients is very important for enterprises because the satisfaction of clients is related to the viability of the enterprise to a great degree.

In the sector of hotels where the competition at a national and international level is intense given that the tourist period is more and more shrinking it is imperative to provide suitable services according to the needs of the client. In the industry of hotel businesses, the significance of marketing was quickly perceived. It is clear that the tourist marketing and correct strategic decisions play a determinant role in today's crisis in the whole spectrum of the universal economy.

The philosophy of marketing can be applied to a series of actions in a hotel enterprise. Firstly, the needs of information are defined and, based on them, the essential information is collected which after that are compared with the actual data of the enterprise so that the suitable policy is formulated. These actions have the form of a cycle (cycle marketing) and the philosophy of hotel marketing can be characterized as a cyclic procedure of repeated research of the tourist market (Christou, 2005, p. 63).

## 2. Literature Review

Kotler, one of the most representative modern theoretical scientists of marketing, determines the general principles of meaning and application of marketing as a wider framework that includes the process of planning and application, concept, pricing, promotion and distribution of goods and services that takes place between organizations and social units aiming at the satisfaction of individuals and organizations (Kotler and Armstrong, 2010, p. 28).

The strategy of a hotel enterprise should have as a primary target the satisfaction of clients and the provision of high-quality services. A primary concern for the hotel enterprises is to find and maintain precious clients who should be satisfied, dedicated, and faithful, a result that is achieved with the provision of high-quality services. The creation of loyalty of a client to the enterprise is more important than the short-term maximization of incomes (Hayes, 2008).

Tourism as a composite phenomenon has already attracted the interest of a lot of sciences, including psychology, sociology, economy, anthropology, geography, philosophy and others. Tourism appears in various forms thus it is difficult to be defined with accuracy. One of the first attempts to define it as accurately as possible was that of the Swisses Hunziker and Krapf who had expressed the view that tourism should be defined as a total of phenomena and relations that result from the realization of a travel and the accommodation of non-permanent residents since they do not lead to a permanent accommodation and are connected with none speculative activity (Hunziker and Kraft, 1942, p. 22). There are a lot of wordings regarding the meaning of tourism. However, it can be attempted to give a definition of tourism that is as summary as possible but most of all complete regarding the conceptual concept. Therefore, tourism in its modern form can be broadly defined as the temporary transportation of people from the place of their permanent residence to another, aiming exclusively at the satisfaction of their tourist needs or desires and the organized effort for the attraction, reception and best possible service of people.

Tourism is undoubtedly a dynamic branch of economic activity the meaning of which both in developed and developing countries of the planet has been generally

recognized. The development of tourism undeniably contributes to considerable profits.

Apart from the direct and apparent effects of tourism on the economy of a country, there are those that are characterized as multiplicative which apart from the fact that they broaden the economic and social role of tourism they simultaneously broaden the social teams that are influenced by the phenomenon.

Therefore tourism is undoubtedly a factor of economic, social, and cultural development or aggrandizement of countries of the planet and especially of those that for different reasons have not yet managed to intercept the vicious cycle of poorness that plagues them (Tsagklakanos, 1996, p. 122). However, the positive effects of tourism on the economies of the countries become perceptible only when the attempted development or aggrandizement is realized in a rational and systematic way and mainly when it is controlled but also when it is accompanied by an attempt of development or aggrandizement of the primary and secondary field of their economy. In this way, the possible negative effects of tourism are constricted.

Under those conditions, it is a common belief that tourist marketing will be very essential in the future for the most complete satisfaction of tourist needs or desires of people while its contribution to tourism so that it will be the greatest industry in the world was undoubtedly of decisive importance (Igoumenakis, 2013, p. 90). Still, the marketing of tourist products and destinations should be controlled and be done with great sensitivity to human beings and the natural environment otherwise the result will be destructive.

The particularities that the tourist services have influence decidedly the attitude and decisions that are made by the management of the business so of marketing that offer them but also pursue to correspond to and influence the demand that is caused on behalf of customers for their products i.e. for the tourist services that they offer.

It could, therefore, be said that the correspondence of marketing to the nature and particularities of the offer of tourist services is to manage and influence suitably their demand. The more a tourist business and a company of provision of tourist services know the needs or desires of the presentor the future client the easier will be to program and apply a policy of marketing that is required to incite the buyer customs. This calculated correspondence of marketing is materialized with strategies and tactics that have long-term and medium-term effects respectively.

The role of marketing in the tourist industry in correspondence of nature and particularities that the offer of tourist services presents is (Siguaw and Enz, 1999, p. 124):

- To manage or influence the sales of tourist services on a systematic basis
- To exploit the normal daily flow of available productive possibility
- To cause the added or marginal sales that create an income instead of a very small extra cost

Let us say that the better the tourist service has been planned to satisfy specific tourist needs or desires of buyers the easier the project of marketing will be. Also, the better the knowledge that has a company about the provision of services for their clients is the more effectively the project of management of marketing regarding the satisfaction of demand of tourist services on behalf of it can be fulfilled.

The strategic programming of tourist marketing for small but also big tourist businesses can be defined as the procedure during which a tourism business analyzes the power and weakness of the tourism market to which it is addressed,

determines the part of it that will pursue to attract, forms strategies and plans the programs that it will apply to succeed its targets.

The targets that have been determined, the part that is pursued to be attracted in the tourism market, the budget of expenditures that will be required for the attainment of targets and individual action programs that are actually the measures with which the attainment of targets will be attempted are included in the procedure of strategic programming.

A marketing strategy often unifies the targets of marketing, the policies, and results of the actions of an enterprise into a cohesive whole. Similarly, various parts of the strategy that can include the advertisement, the channels of marketing, internet marketing, the promotion, and relations of the public can be programmed to be caused.

Any tourist enterprise applies the principles of marketing in its effort to make its products seamlessly available in the tourist market, knows very well that the strategy of tourist marketing should be the most important individual element in the general strategy that it follows (Igoumenakis, 2013, p. 30).

Another strategy of marketing is that of focus which is based on the segmentation of the market and intensifies the efforts of sales of services in some of its parts. Thus, it adjusts the marketing mix to these parts, it responds better to the needs of the market-target and it simultaneously tries to achieve leadership-cost or differentiation (Papadimitriou, 2012).

The satisfaction of clients is one of the important meanings of the science of marketing. It is a basic condition for an enterprise in order to increase the maintenance of clients but also customer loyalty.

The satisfaction of clients essentially means whether or not the needs, desires, and expectations of the consumer are serviced after consuming the product or service, there sulting in the repetition or not of the consumption of that product or service (Abdallat and Eman, 2014, p.120).The satisfaction of clients is the result the clients that know the performances of enterprise and have fulfilled their expectations feel (Kotler and Armstrong, 2010, p.29).Today, the satisfaction of tourists from the destinations that they visit is considered one of the most important comparative advantages of each area (Zapounidis and Siskos,2006, p.125).

In a research of Joppe (Joppe, 2001, p. 252)for the measurement of satisfaction of tourists from the city of Toronto depending on their place of origin a sample of 359 visitors who answered in a relative questionnaire in order to state the characteristics that they considered important and their satisfaction from them was used. The data of the research were processed via statistic tools and via charts of importance-satisfaction. The criteria that were taken into account were the following: service from local means of transport, accommodation, hospitality, quality of food, the sights, and cleanliness of the city, the feeling of security and a variety of products for buying.

In this research, in the whole sample,it was found out via charts of importance-satisfaction that the visitors declare that the most important criteria with which they are at the same time quite satisfiedare the accommodation, the food, and the sights.

In a research of Fallon(Fallon, 2004, p. 77)of comparison of methods for the measurement of the satisfaction of tourists from the city of Orlando of Florida of the USA the various factors that influence the satisfaction of tourists were separated to “primary” “secondary” and tertiary, as well as to“ helping” and “transferring”. In thi

study, it was showed that the secondary factors (such as the possibility for shopping and food) as well as the helping ones (such as the accommodation and service) are important and influence the total satisfaction of tourists.

The research of Han, Durbarry ,and Sinclair (Han, Durbarry et al., 2006, pp. 1-10) shows that the maintenance of competitiveness in prices of tourist product plays an important role for Spain because an increase in prices of tourist services leads to an important decrease of tourist demand by American tourists. The instrument of measurement that they used in their research was the model AIDS (Almost Ideal Demand System) which focuses on the explanation of changes regarding the sharing of the budget of tourist expenditures and not on changes in the level of tourist demand.

In a research of Apostolakis (Apostolakis, 2005, p. 309) that referred to the tourist destination of Crete, German tourists, who are the majority of tourists in the island, mentioned a negative level of satisfaction from specific tourist products and services. This fact could be a motivation for the people in charge of tourist policy of Crete so that they renew their plans and redesign some products and services depending on the requirements of tourists.

### **3. Research objectives**

In the research that was conducted in Chania, there was an effort to study the satisfaction of tourists during their sojourn in Chania as a place of a tourist destination based on the multi-criteria methodology measurement of satisfaction Multicriteria Satisfaction Analysis – MUSA (Grigoroudis and Siskos, 2002, p. 156) and techniques of mechanical learning (Matsatsinis et al., 2004, p. 158).

The targets of primary research are following:

- i. The creation an actual image related to todays situation of tourist movement in area of Crete.
- ii. The choice via primary research of suitable methods evaluation new ideas and factors that influence the choice a destination, the satisfaction of tourists and therefore the tourist demand for the area of Chania.
- iii. Another target is the examination of suitable factors that drive the tourists repeat the visiting, measured the degree important that give the tourists in characteristics but also the total degree satisfaction of tourists from the total experience of holidays and other factors that influence the preferences of tourists.
- iv. Perform analysis of results research, export of conclusions and submission of proposals.

#### **3.1 Methodology of research**

Within this framework, a research was conducted via a personal interview in the summer of 2008 at locations where the tourists frequent. 150 English questionnaires were filled out by foreign tourist and 50 Greek questionnaires by Greek tourists (n=200) who had formed a specific opinion about the area due to their days of staying. I.e. only those that either stayed for some days in the area either were in process of departure participated in the research.

#### **3.2 Research question**

Based on note of bibliography end up at the following research hypothesis.

- Hypothesis 1o: The satisfaction of clients positively related to quality of offered services.

- Hypothesis 2o: The satisfaction of clients positively related to availability of services.
- Hypothesis 3o: The satisfaction of clients positively related to accessibility and easily.
- Hypothesis 4o: The satisfaction of clients positively related to reliability and security but with some other data of offered products and services.

More analytically, the main questions that the specific research pursued to investigate are:

- Which are the important factors that influence the satisfaction of tourists in Chania?
- Which is the level of importance of these factors?
- How much satisfied are or not the tourists?
- Which is the level of satisfaction of tourists in comparison to the characteristics of the offered services?
- Which is the total level of tourists' satisfaction?
- Which are the factors of satisfaction that should be improved?

The results of the research of satisfaction include, among others, functions of tourists' satisfaction, weights of criteria and sub-criteria of satisfaction, total and partial indicators of satisfaction, and diagrams of action and improvement according to the multi-criteria method of measurement of satisfaction MUSA.

The questionnaire included five questions of satisfaction as criteria (accommodation, food, entertainment, public transport, and environment), 26 questions as sub-criteria of the above criteria, one question of total satisfaction, and 11 general questions.

More analytically, the criterion of accommodation refers to the measurement of satisfaction from: a) the cleaning of the accommodation place, b) the location, c) the offered services c) the service by the personnel and d) the cost of the accommodation.

The criterion of food was analyzed as follows: a) quality of food, b) variety of food, c) cost of food, d) cleaning of the restaurant, e) service by the personnel.

The criterion of entertainment was analyzed as follows:

a) Variety of going out choices, b) traditional locations, c) possibility for purchasing.

The criterion of means of transport was analyzed as follows:

a) Security, b) cleaning of means of transports, c) cost of transfer, d) service by the employees in the means of transport.

Finally, the criterion of the environment was analyzed as follows:

a) Climate conditions, b) places of natural beauty, c) architecture of city and d) friendliness of the residents of the area.

In the questionnaire, apart from the measurement of satisfaction (criteria-sub criteria), there were also questions of general interest such as a) type of accommodation, b) duration of accommodation, c) number of visits in Chania, d) way of information and e) public transport used.

#### 4. Results and discussion

According to the analysis that was made, 105 men and 95 women participated in the sample of 200 people. In the question "Where are you lodging?" (hotel, bungalow or other) the 46% lodged in a hotel, 34% in bungalows and 40% declared another type of accommodation.

In the question "How many times have you visited Chania?" most answers were for the first time (55%), yet the 45% of tourists who answered that they had visited the area before is remarkable.

In the question "Will you visit again the area?" most tourists" (91.5%) declared that they were from possible to certain future visitors of Chania.

Regarding the measurement of satisfaction, the respondent individuals answered to the five levels of satisfaction as follows:

- I. In the criterion of accommodation: 3.5% absolutely satisfied, 43% very satisfied, 37% satisfied, 4% not satisfied.
- II. The criterion of food: 3% absolutely satisfied, 50% very satisfied, 34% satisfied, 8% little satisfied and 5% not satisfied.
- III. Criterion of entertainment: 6.5% absolutely satisfied, 56% very satisfied, 28% satisfied, 7% little satisfied and 2.5% not satisfied.
- IV. Criterion means transports: 1.5% absolutely satisfied, 27% very satisfied, 29% satisfied, 29% little satisfied and 13% not satisfied.
- V. In the satisfaction from the environment: 10% absolutely satisfied, 48% very satisfied, 29.5% satisfied, 8.5% little satisfied and 4% not satisfied.

The total satisfaction from Chania as a place of tourist destination was formed as follows: 4.3% absolutely satisfied, 55.5% very satisfied, 31% satisfied, 6.5% little satisfy and 2.5% not satisfied.

Further down, the results of the analysis of satisfaction which was made held with the multi-criteria method MUSA are presented. The model is based on the composition of different preferences of a total of clients (tourists in our case) in a total comparison of satisfaction using advanced techniques of linear programming and qualitative analysis of regression for monotone variables. This model belongs to the wider category of "Preference Aggregation-Disaggregation Models" and is based on the logic that, while the synthesis of the criteria leads to a decision, the analysis of the decision leads to the finding of the criteria that led to its making. In this way, the model of valuation of the satisfaction of clients –tourists tries to analyze the multi-criteria behavior of a total of people given their preferences.

The most basic conclusions of the analysis of total satisfaction can focus on the following:

- Tourists are more satisfied from the good quality of offered services.
- The criterion of entertainment can be considered the competitive advantage of Chania given that the average satisfaction is over 90%.
- The satisfaction that derives the total of tourists from the environment of Chania is rather good, while the other dimensions of satisfaction have a margin for improvement.

Regarding the analysis of the dimensions of satisfaction, the analysis is in a position to determine the characteristics of criteria that are the pros and cons of Chania. Based on the analytical results, it results that the tourists who took part in

the research consider most importance and are at the same time very satisfied with the following sub-criteria.

a) Criterion of accommodation: Sub-criterion of cleaning 66.5%, location 89%, services 76.1%, personnel 62.1%, cost 18%, access 71.4%

b) Criterion of food: Sub-criterion of quality 70%, variety 83.3%, cost 43.1%, cleaning 87%, personnel 43.3%, access 59%

c) Criterion of entertainment: Sub-criterion of going out variety 74.7%, traditional locations 95.2%, beach activities 80.9%, purchasing 68.5%

d) Criterion of public transport: Sub-criterion of security 27.8%, cleaning 19.7%, cost 23.8%, personnel 25.9%, information 22%

e) Criterion of environment: Sub-criterion of climate conditions 93.7%, natural beauty 88.2%, architecture of city 61.6%, friendliness of residents 45.3%

From the analysis of the results of dimensions of satisfaction, it seems that:

➤ The location of tourist accommodation is a sub-criterion of great importance with an indicator of satisfaction 89%.

➤ Tourists seem that they consider very important and are very satisfied with the cleaning of restaurants with an indicator of satisfaction 87.1%

➤ The variety of food-local kitchen is also considered of relatively high importance with an indicator of satisfaction 83,4%

➤ Tourists consider traditional locations of high importance and they are at the same time most satisfied with them with an indicator of satisfaction 95.2%. Therefore, the traditional locations are a valuable point for the promotion of Chania

➤ Also, high satisfaction shows the sub-criterion that refers to activities that are offered on beaches of Chania (beach activities) with an indicator of satisfaction 80.9%

➤ The climate conditions were proved to be factors of high performance with an indicator of satisfaction 93.7%. For this reason, the excellent climate of Chania is an additional comparative advantage.

➤ Finishing, the natural beauty of the area presents high satisfaction with an indicator of satisfaction 88.2%.

## 5. Conclusions

Summarizing the results of the research of the measurement of satisfaction from the tourist destination of Chania, we can see some weaknesses and restrictions based on which this research was conducted, for example, the number of the sample of 200 people is considered small for drawing totally secure conclusions, given the large number of visitors in the area of Chania. This method showed the possibility of the study of satisfaction of tourists from a tourist destination via a multi-criteria methodology and that it can be considered as a pilot study for the future. Also, it should be taken into account that this research expresses the preferences of the specific sample independent of origin and way of thinking of tourists.

It seems that the total satisfaction of tourists from Chania was very high. The possibilities of entertainment that are offered to tourists are a comparative advantage of the area. Tourists are quite satisfied with the environment and food and less with accommodation. Dissatisfaction was expressed towards public transport which should be improved to cause comparatively high effectiveness in their crease of



satisfaction of tourists. Also, the improvement of the cost of accommodation, the prices of food, the improvement of service, the improvement of the friendliness of residents will cause comparatively high efficacy in the increase of satisfaction of tourists in Chania. The impression that the visitor has is a synthesis of characteristics of a destination within the time framework that they are experienced. For this reason, the satisfaction of tourists from a tourist destination is a complex problem in which many factors both of direct and indirect tourist interest are considered important. Therefore, a complete policy of tourist development should take into account all the factors that compose the image of a tourist destination

Another object of study could be the examination of ways with which Greek tourism will be more competitive. In order for that to be achieved, Greece should be based on advantages that it has (geographical position, climate, natural landscapes, traditional products, food) and it is essential to further develop forms of alternative tourism such as agrotourism.

In every case, it should be noted that the repetition of the research at regular intervals (creation of a permanent barometer of satisfaction) is essential in order to record the views of users which change. This happens mainly due to the rapid development of technology, the creation, and development of new services and the changes in competition.

In conclusion, we can say that it is possible for the tourist marketing to be, in certain conditions, an effective "tool" in the disposal of management of tourist businesses in order to use it for the attainment of scheduled marketing targets.

Further researches regarding the effectiveness of tourist marketing and satisfaction of clients could be conducted to find additional statistical results for the satisfaction of clients not only in the island of Crete but also all over Greece so that there are more data for the measurement of satisfaction from the hotel businesses. Also, a research could be conducted in the winter period and not only the the peak season (summer).

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