

Management in Services as a Marketing Instrument for Increasing Customers' Satisfaction with Tourism Products

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Abstract

This project aims to investigate the role of management in services as a marketing instrument for enhancing customers' satisfaction with tourism products. In the highly competitive tourism industry, customer satisfaction is crucial for the success and sustainability of tourism businesses. It is widely recognized that effective management practices can significantly influence customer satisfaction by improving the quality and delivery of services. However, there is a need for a comprehensive understanding of how management in services can be utilized as a strategic marketing tool to enhance customers' satisfaction in the context of tourism products. To achieve the research objectives, a mixed-methods approach will be employed, combining qualitative and quantitative data collection and analysis techniques. The study will begin with an extensive literature review to establish a theoretical foundation and identify relevant concepts, theories, and models related to management in services and customer satisfaction in the tourism industry. Subsequently, primary data will be collected through surveys and interviews from both tourists and tourism service providers. The surveys will capture customers' perceptions of service quality, service delivery, and overall satisfaction with their tourism experiences. Interviews with tourism service providers will explore their management practices, strategies, and challenges in meeting customer expectations. The data collected will be analyzed using appropriate statistical techniques, such as regression analysis and thematic analysis, to uncover patterns, relationships, and insights. The findings will contribute to a deeper understanding of how various aspects of management in services, such as leadership, employee training, service design, and customer relationship management, impact customers' satisfaction with tourism products. The research outcomes will have practical implications for tourism businesses and destination management organizations. By identifying key management practices that positively influence customer satisfaction, this study will provide actionable recommendations for improving service quality, enhancing customer experiences, and gaining a competitive edge in the tourism market. Moreover, the research findings will contribute to the existing body of knowledge on services marketing and customer satisfaction, filling a gap in the literature regarding the specific context of tourism products. Overall, this project endeavors to shed light on the significance of management in services as a marketing instrument for increasing customers' satisfaction with tourism products. By uncovering the underlying mechanisms and strategies that drive customer satisfaction, this research will offer valuable insights to the tourism industry, enabling businesses to better meet the evolving needs and expectations of their customers and foster long-term relationships for sustainable growth and success.

Key words: Marketing Instrument, Customers' Satisfaction, Tourism Products

