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THE CONCEPT OF MARKETING 3.0 IN HOSPITALITY AND TOURISM

With the global tendencies in tourism and hospitality, we experience an ongoing change in the marketing approach in this sector. As a part of vocational training, specialists in hospitality and tourism have to learn the retrospective view on the history of tourism marketing and the conceptual shifts, which differentiate between Marketing 1.0, Marketing 2.0 and Marketing 3.0. The present paper seeks to explain these differences and highlight the importance of their study.

According to Dr. Tony Tse in the online course ‘The International Hospitality Management Micromasters’ [5], there are three major changes shaping contemporary hospitality marketing. The first is moving from Marketing 1.0 to 2.0 and 3.0, the second is rise of collaboration, and finally, using mostly digital devices in marketing.

Philip Kotler and his co-authors (2010) presented the basics of Marketing 3.0, stating that Marketing 1.0 focuses on product, Marketing 2.0 is concentrated on consumer, but the focus of Marketing 3.0 is value, which the product brings to the consumer [3]. This research summarizes by stating that Marketing 2.0 presents the current information age trend when customers ‘can compare several value offerings of similar products, the product value is defined by the consumer’, so that it becomes customer-centered. In modern Marketing 3.0 both the trends, the strategy and applications are different. While Marketing 1.0 exemplified the mass marketing, promoting the same product to everyone in a similar way by means of TV advertising, and creating the value of the product, the next, customer-centric age of marketing, Marketing 2.0, deals with sophisticated customers, and it became customized and one-to-one, as customers are now aware of the various services and options in the market. Therefore, Marketing 2.0 is direct marketing focusing on the customer.

Having examined the studies by Kotler *at al.* (2010) and Lusensky (2011), Nuno Gustavo (2013) concludes that the ‘tourism businesses tend to develop new operational management models’ influenced by the Marketing 3.0 paradigm and ‘4e’s mix (emotion, exclusivity, engagement and experience)’, which bring marketing to recognizing consumer needs and consumer social and emotional awareness, and puts it ‘From Promotion to Emotion’ [2, p. 19]. So, in hospitality marketing we should ensure effective approach to every customers’ mind, heart, and spirit [5]. Therefore, marketing moved from product development to product differentiation, and now to creating values. Marketing 3.0 creates spiritual value for the community at large, based on the earlier established functional value and emotional value.

Alongside with the technological revolution, the advances that affected the way marketing is done these days. Hospitality and tourism businesses try to implement the ‘many-to-many’ principle in establishing relations such as ‘consumer-company’, ‘company-consumer’, ‘consumer-consumer’, unlike in the previous stages of marketing evolution. With access to every source of information, now customers value user or guest comments more than anything else, so there are many customers looking for user comments by many people. Traditional word-of-mouth turns to Electronic word-of-mouth (eWOM), according to Sparks and Browning (2011) [4]; e-commerce and f-commerce (electronic commerce and Facebook commerce respectively) are also of paramount importance for creating the emotional mix, that is value of the for the consumer, getting them involved in terms of emotion, exclusivity, engagement and experience.

Marketing 3.0 should also address the needs of different customer types, whether they are silver-haired customer, generation X, Z or other. Each has unique needs and hospitality and tourism strives to capitalize on them. One study deals with the so-called ‘uncompromising consumer’, representative of Generation K, who would like to experience something rare but want this to be easily accessible. To increase growth through Marketing 3.0, or values-based marketing, companies need to give their consumers the freedom to express themselves, ‘collaborating to PR initiatives in their own way to make them feel they have a voice’ [1]. To illustrate how Marketing 3.0 works in the sector, let us consider experience of Vincci the Mint [6], the Spanish

tourism industry mix of young and demanding travelers, their needs, new destinations and new hotels, which offer individual online attention to customers, create a website for Vincci The Mint enhancing the users' experience and showing the hotel values and characteristics, and finally, combine technology, marketing strategy and top price competitiveness.

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