Marketing Hospitality to the Generations

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Generational Cohort Theory (GCT)

- Generational cohorts = people born in a specific timeframe, with similar experiences and noteworthy emotional occurrences during developmental years (Strauss & Howe, 1991).

- These occurrences encourage individuals to think similarly regarding beliefs, attitudes, and values (Brosdahl & Carpenter, 2011; Chen, 2008; Meredith, Schewe, & Kariovich, 2007).

Generations Considered:

Baby Boomers (1946 – 1964)
- – optimistic, conservative with political views, active, competitive, and they focus on accomplishments (Fenich, Scott-Halsell & Hashimoto, 2011; Fransden, 2009)

Generation X (1965 – 1978)
- – most educated generation with topmost employment percentage (86%) (Keene & Handrich, 2011).
- – Values face-to-face communication and prefers email communication (versus other technological options) in workplace (Employee Trends, 2017)).

Millennials (1979 – 2000)
- – been utilizing technology throughout lives, encouraging instant responses and immediate gratification (Perin, 2012),

Generation Z (Born after 2001) *(Study does not include this group)*
- – Have owned technology throughout their lives, "screenagers", eco-fatigue, KGOY kids (kids growing older younger) (deMesa, 2008; Wallop, 2014)

Communication Preferences:

Generation	Communication Platforms	Communication Formats
Baby Boomers	Telephone, email	Face-to-face meetings, email, voicemail
Generation X	Email, text	email, texting
Millennials	Text, Skype, Social Media	online and mobile text messaging
Generation Z	SnapChat, FaceTime, Texting Social Media	texting and mobile video calling

(Gorman, C., 2016)

Students Can Investigate Technological Preferences by Generation:

➤ Students can interview 2-3 people from each generation.

➤ Create list of questions to ask in class.

➤ Included should be questions about:
- Communication Preferences (Face-to-face, phone, email, text, social media…)
- Meeting Preferences (Face-to-face, hybrid, virtual)
- Expectations for Technology Used in Meetings (Skype, Virtual Reality, Livestream…)
- What Marketing Options Would Encourage you to Attend (Facebook, Magazine Ad, Word of Mouth, Email Advertisement…)

➤ Have them pool the results so they can see the differences.

➤ Results will change as technology evolves and technological gaps close.

Conferences and Meetings: Views of Meeting Planners

Virtual and Hybrid Meetings:

Results:

Highlights (Baby Boomers)

Best Practices:
- **V & H** = Use simple, easy to use technology

Opportunities:
- **V & H** = Appreciate interactive components
- **V & H** = Audience engagement opportunities

Barriers:
- **V & H** = Offer perception of effectiveness

Conferences and Meetings

Virtual and Hybrid Meetings

Results:

Highlights (Generation X)

Best Practices:
- **V** = Collaborate with content designers for virtual
- **H** = Include real world examples for hybrid

Opportunities:
- **V & H** = Include interactive components

Barriers:
- **V & H** = Perception of effectiveness
- **H** = Perception of time worthiness

Conferences and Meetings

Virtual and Hybrid Meetings:

Results:

Highlights (Generation Y)

Best Practices:
- **V & H** = Social networking components

Opportunities:
- **V & H** = Interactive experiences

Barriers:
- **H** = Perception of fun
- **V** = Attendees preoccupied with other technology

Conferences and Meetings

Virtual and Hybrid Meetings

Results:

Highlights (All 3 Generations)

Best Practices:
- Simple/Easy to Use

Opportunities:
- Engagement/Interactive found on each list

Barriers:
- Perception of Effectives (all but virtual/Gen Y)
- Gen Y preoccupied with technology = marketing

Class Challenge Discussion:

❑How can you plan a meeting that offers technology that will work with all generations?

❑Do you always have to consider all generations?

❑How can you best keep up with this changing information?

❑How can you encourage all attendees to use the technology offered in the meeting?

❑How can you effectively market your meeting to the different generations?

Hotels

Example of what NOT to do:

Guest Stated:

I'm not sure they have cleaned the hotel in several years. Our bathroom had empty Shampoo and Conditioner bottles, the towels looked dirty, and there was mold. All the staff was rude and seemed not to care. This place is horrible...do not waste your money.

Hotels

Example of what NOT to do:

Hotel Responded:

It sounds as if you were checked in a room that had not been inspected, I do apologize as that is not acceptable. As evident by other review, I do disagree with your comments about my staff as we pride ourselves on excellent customer service and that comment does not accurately describe our operation.

Hotels

Example of what TO do:

Guest Stated:

Average hotel but the staff was very helpful. The room showed wear and tear. Lighting in the room was not good due to energy efficient light bulbs, making the room dark. Carpet was vacuumed but floors had not been steamed cleaned in a while which showed on bottom of white socks. 'Free shuttle to historic district 5pm-11:45. Contacted shuttle service during daytime hours for $5.00 worked well and drivers were very helpful in giving suggestions for sightseeing and restaurants. Noisy--was wakened at 3:00am by hotel guest cursing and pounding on their door to be let in. Housekeeping over did the air freshener trying to make it smell clean

Hotels

Example of what TO do:

Hotel Response:

First of all, we want to thank you for taking the time to share your honest feedback regarding your recent stay.

Your opinion is really important to us as we strive for excellence in all that we do. We are glad to know there were some aspects you enjoyed from your stay such as our complimentary evening shuttle service and helpful staff. Your feedback helps us to improve on a daily basis by identifying our strengths and weaknesses.

We truly regret that you left with a poor impression from the hotel and services and are really concerned to learn about your disappointments. We will be sure to pass on your comments to the appropriate hotel team members to ensure that we are providing the best service/environment possible.

We would like to thank you for your feedback and do hope to have the opportunity of welcoming you back so you can see for yourself our dedication to you as our guest. Feel free to contact me directly and I will be happy to personally coordinate any future reservations. Until then, take care.

Restaurants

Consumers of all ages want to feel appreciated and respected by the brand.

Engagement is crucial whether it be through digital marketing, apps, and/or loyalty programs.

Restaurant chains with apps to drive business and increase revenue

- McDonald's
- Chic-fil-a
- Cheesecake Factory
- Chili's

Trip Advisor and Yelp and their role/impact on the industry

Have students review other reviews and write their own – constructive criticism

Walk through what benefits an app brings a business

Logo Design and Marketing

Restaurant Design

Acronym	Certification	Website
CAE	Certified Association Executive	www.asaecenter.org
CDME	Certified Destination Management Executive	www.iacvb.org
CEM	Certified in Exhibition Management	www.iaem.org
CERP	Certified Event Rental Professional	www.ararental.org
CFE	Certified Festival Executive	www.ifea.com
CHME	Certified Hospitality Marketing Executive	www.hsmai.org
CITE	Certified Incentive Travel Executive	www.site-intl.org
CMP	Certified Meeting Professional	conventionindustry.org
CMM	Global Certification in Meeting Mngmnt	MPI
CSEP	Certified Special Events Professional	www.ises.com
DES	Digital Event Strategist	http://digitalexperienceinstitute.org/digital-event-certification
DMCP	Destination Management Certified Prof.	www.adme.org
CHE	Certified Hospitality Educator	www.ahlei.org/Certifications
CHA	Certified Hotel Administrator	https://www.ahlei.org/Products/Certifications/Certified-Hotel-Administrator-(CHA%C2%AE)/
CHI	Certified Hospitality Instructor	http://www.ahlei.org/certfications

Hospitality and Tourism Programs in South Carolina

➢University of South Carolina - Columbia

➢College of Charleston

➢Coastal Carolina University

➢Charleston Southern University

➢University of South Carolina – Beaufort

➢Trident Technical College

➢Horry-Georgetown Technical College

➢**Columbia College (Hospitality Concentration beginning in 2018) – Contact Carole Sox for Details!**

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Questions?