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(REVIEW ARTICLE)

Global marketing in the hotel industry in Nigeria: Its' driving and restraining force

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Abstract

Globalization is inherently the major important changes that have affected our hastily evolving world. Technological innovations and tactical novelties are drivers of advancement and demonstrate their effect everywhere, especially in the hospitality sector. Given the fact that the hotel industry is based on collaboration between broad collections of products, the benefits of global revolution in the sector are quite obvious. The study adopted the secondary data method. This study extensively discussed the concept of global marketing in the hotel industry in Nigeria with its driving and retraining forces in view. Based on several substantiation found in literatures, the paper conclude that observance and efficient adoption of service digitalization in the hotel industry in Nigeria will enhance hotel positioning and profitability. The study consequently recommends that hotels in Nigeria should habitually advance on their offering digitalization strategies in other to birth or enhance their global image. Moreover, the study call for empirical research to validate models on service digitalization and global positioning in the hotel industry in Nigeria,

Keywords: Globalization; Marketing; Global Marketing; Digitalization; Driving forces; Restraining forces

1. Introduction

The amazing escalation of the global economy over the past six decades has been fashioned by the vibrant interactions of various driving and restraining forces. Observing these periods, firms from across the globe in different sectors recorded substantial successes by engaging cross-border, multinational, or global strategies. It is of worthy note, that the 1990s presented changes in the business environment that created a number of challenges to established ways of business operations globally. Nowadays, regardless of calls for protectionism as deterrence to the economic crisis, global marketing advertently engages the growth gear in significance. The secret of this unprecedented growth in importance is due to the reality that, currently, the driving forces have more impetus than restraining forces. Hotels in Nigeria have begun to engage the forces of globalization to strategically position their services with a global orientation.

1.1. Literature Review

1.1.1. Conceptual Review

The Concept of Global Marketing

The world is progressively more globalized as a result of world markets opening up. Hence, globalization has heralded key changes in the global business setting. Service industries such as hotels are pushing to mature their businesses based on foreign markets and are extensively accommodating global marketing strategies to remain competitive (Hollensen, 2013). Global marketing is a process of adjusting the marketing strategies of a company in order to adapt to other country's conditions. Global marketing is not just a process of selling your services or products globally; it is a complete process of planning the product, creating and positing it and then promoting that product in a worldwide

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market. In global marketing, different strategies are implemented depending on the region that company/brand is marketing to. We can also define global marketing as a marketing that is based on a global level that takes advantages of various global operational similarities, opportunities and differences that will help in meeting the global objectives of the company. During process of global marketing, companies make sure that their vision is delivered across different countries by retaining it capability, knowledge and reach. One of the major things that companies need to focus on in global marketing is to find about their target market, various legal policies, laws and competition associated with them in that particular country. The company would also have to take care of the religious and communal preferences associated with their target market. Keeping this in mind, company would have to make adjustments by also maintaining a homogenization in their offering. Global marketing is done successfully when marketing executives use a proper global plan; keeping in mind different countries it is planning to market in. Therefore, developing a global marketing plan keeping in mind various laws, customer preferences, culture, economical/ trade barriers and various religious differences is important for the success of the company.

Global Positioning

Positioning can be defined as the arrangement of a product or service to occupy a clear, separate and desirable place in relation to competing products or services in the minds of customers (Horner and Swarbrooke, 2005). It is the act of building the image of a firms' product or service with the intention of placing the product or service in a preferable position in the mind of the customer in relation to its competitors. Global positioning is used when different demand patterns, customer motives and competitive pressures across nations leads to the need for positioning products or services in order to differentiate them from those of competitors in different markets (Kotler and Armstrong 2010).

The main aim of positioning is to have an effect on the customers' way of thinking. Good brand positioning helps guide marketing strategy by explaining what a brand is all about, how it is unique and similar to competing brands and why customers should purchase or consume the brand over the competitors brand (Rao, 2011). It is what you do to the mind of the prospective customer. Firms should work out an effective positioning strategy to influence the minds of the people to develop positive perceptions towards the service brand. In order to make a customer's decision easy and to develop brand preference, firms should ensure that the brand is recalled by consumers when purchase decision-making concerning the product or services is made (Mentz, Strydom and Kloppers, 2013). The identified attributes of the firm for positioning should be capable of communicating specialized brand values and image identity of the company. However, global positioning without taking into account the preferences of local markets can result in marketing strategies and plans being unsuccessful. Positioning is a major factor in the success of firms and can often be a challenge to marketers.

1.1.2. Global Marketing and the Hotel industry in Nigeria

Businesses in every corner of the world, both large and small, must be aware of the impact that the global economy is having on their operations and performance. The internet, e-commerce, digital communication, and information technology have led to an increasingly mobile workforce, more informative customers, and rapidly changing technologies and business models. As a result, hotels must choose a global marketing strategy to enable them to win market share and capture sustainable customer loyalty. Hence, the adoption of service digitalization. Service digitalization refers to the deployment of information communication technology ICT to make more efficient service processes. It involves harmonizing digital apparatus and systems into various areas of business operations, from management and communication to production and customer service. ICT has motivated a paradigm shift in how service is supplied and consumed across borders. In developing countries, digitalization of processes make public services available to people using internet and mobile technologies (Grundner & Neuhofer, 2021).

Furthermore, in today's competitive landscape, digitalization has become essential for businesses to stay relevant and thrive. It enables hotels to adapt to rapidly changing market conditions, meet customer expectations, and optimize processes for greater productivity and efficiency. Digitalization make workflows and processes easier and more efficient. Thus, it has become crucial for hotels to adopt a digital culture in order to survive and succeed, especially in today's tech-driven world.

The hotel industry has been influenced by technological revolutions (Buhalis et al., 2019, Tussyadiah, 2020). Ebere and Ateke (2019) state that the adoption of ICT in the hotel industry is prompted not only by a quest for market leadership or competitive advantage, but mostly by a quest for long-term survival.

In the past, many assumed that innovativeness is not widespread in the hospitality industry. But, that is changing fast, as our lives become influenced, advances in ICT that has transformed industries, including hotels (Ristova & Maglovski, 2018). Advances in technology, greater consumer power and increased competition means that hospitality firms will face threats of commoditization. The winners will act now, and build a strategic advantage that leaves their competitors wondering what happened. With this, digital innovation is key to competitiveness of hotels (Ristova & Maglovski, 2018). The 21st century hotels in Nigeria compete for customers in order to increase their market share. The possibility of any of these firms to achieve their aims is predicated on their ability to evolve products that satisfy the needs of their target customer better than their competitors. Also, their service quality delivery strategies should be improved while looking for new avenues to regularly attract and retain their customers. The essence is that increase in sales volume significantly impact profit level in the sector and improve business viability (Adiele & Etuk, 2017). Therefore, hotel services needs to be digitalized to allow for better match competition with global brands.

1.2. Global Marketing Driving and Restraining Forces

1.2.1. Driving Forces

Multilateral Trade Agreements

A number of multilateral trade agreements have accelerated the pace of global integration. NAFTA is already expanding trade among the United States, Canada, and Mexico. The General Agreement on Tariffs and Trade (GATT), which was ratified by more than 120 nations in 1994, has created the World Trade organization (WTO) to promote and protect free trade. In Europe, the expanding membership of the European Union is lowering boundaries to trade within the region. The creation of a single currency zone and the introduction of the euro are expected to expand European trade in the twenty-first century (Branislav, 2014).

Converging Market Needs and Wants the Information Revolution

A person studying markets around the world will discover cultural universals as differences. The common elements in human nature provide an underlying basis for the opportunity to create and serve global markets. The world is *created* deliberate. The majority of global markets does not arise spontaneously: Marketing efforts must create them. For example, no one *needs* soft drinks, and yet today in some countries per capita soft drink consumption *exceeds* the consumption of water. Marketing has driven this change in behavior, and today, the soft drink industry is a truly global one. Evidence is mounting that consumer needs and wants around the world are converging today as never before. This creates an opportunity for global marketing.

Transportation and Communication Improvements

The time and cost barriers associated with distance have fallen tremendously over the past 100 years 100 years. The jet airplane revolutionized communication by making it possible for people to travel around the world in less than 48 hours. Tourism enables people from many countries to see and experience the newest products sold abroad. In 1970, 75 million passengers traveled internationally. One essential characteristic of the effective global business is face-to-face communication among employees and between the company and its customers. Modern jet travel made such communication feasible. Today's information technology allows airline alliance partners such as United and Lufthansa to sell seats on each other's flight, thereby making it easier for travelers to get from point to point. Meanwhile, the cost of international telephone calls has fallen dramatically over the past several decades. That fact, plus the advent of new communication technologies such as e-mail, fax, video teleconferencing, Wi-Fi, and broadband Internet, means that managers, executive and customers can link up electronically from virtually any part of the world without traveling at all. A similar revolution has occurred in transportation technology. The costs associated with physical distribution, both in terms of money and time, have been greatly reduced as well.

Product Development Costs

The pressure for globalization is intense when new products require major investments and long periods of development time. The pharmaceuticals industry provides a striking illustration of this driving force. According to the Pharmaceutical Research and Manufacturers Association, the cost of developing a new drug in 1976 was $54 million. Today, the process of developing a new drug and securing regulatory approval to market it can take 14 years. The average total cost of bringing a new drug to market is estimated to exceed $ 400million. (DiMasi, Hansen, & Grabowski, 2003) Such cost must be recovered in the global marketplace because no single national market is likely to be large enough to support investments of this size.

Quality

Global marketing strategies can generate greater revenue and greater operating margins, which, in turn, support design and manufacturing quality. A global and a domestic company may each spend 5 percent of sales on R&D, but the global company may have many times the total revenue of the domestic because it serves the world market.

1.3. World Economic Trends

Prior to the global economic crisis that began in 2008, economic growth had been a driving force in the expansion of the international economy and the growth of global marketing for three reasons. First, economic growth in key developing countries creates market opportunities that provide a major incentive for companies to expand globally. Thanks to rising per capita incomes in India, China, and elsewhere, the growing ranks of middle-class consumers have more to spend than in the past. At the same time, slow growth in industrialized countries has compelled management to look abroad for opportunities in nations or regions with high rates of growth. ***Second,*** economic growth has reduced resistance that might otherwise have developed in response to the entry of foreign firms into domestic economies. When a country such as China is experiencing rapid economic growth, policymakers are likely to look more favorably on outsiders. A growing country means growing markets; there is often plenty of opportunity for everyone. It is possible for a "foreign" company to enter a domestic economy and establish itself

without threat the existence of local firms. The latter can ultimately be strengthened by the new competitive environment. Without economic growth, however, global enterprise may take business away from domestic ones. Domestic businesses are more likely to seek government intervention to protect their local positions if markets are not growing.

Leverage

A global company possesses the unique opportunity to develop leverage. In the context of global marketing, ***leverage*** means some type of advantage that a company enjoys by virtue of the fact that it has experience in more than one country. Leverage allows a company to conserve resources when pursuing opportunities in new geographical markets. In other words, leverage enables a company to expend less time, less effort, or less money. Four important types of leverage are experience transfers, scale economies, resource utilization, and global strategy.

1.3.1. Restraining forces

Regardless of the effect of the driving forces acknowledged earlier, a number of restraining forces may impede a company's efforts to employ global marketing. Besides the market variances discussed previously, significant restraining forces consist of management myopia, organizational culture, national controls, and opposition to globalization. It has been observed that the driving forces outweighs the restraining forces which is responsible for the rising significance of global marketing.

Management myopia and organizational culture

In many cases, management simply ignores opportunities to pursue global marketing. A company that is "nearsighted" and ethnocentric will not expand geographically. Myopia is also a recipe for market disaster if headquarters attempts to dictate when it should listen. Global marketing does not work without a strong local team that can provide information about local market conditions. In companies where subsidiary management "knows it all" there is no room for vision from the top. In companies where headquarters management is all-knowing, there is no room for local initiative or an in-depth knowledge of local needs and conditions. Executives and managers at successful global companies have learned how to integrate global vision and perspective with local market initiative and input. A striking theme emerged during interviews conducted by one of the authors with executives of successful global companies. That theme was the respect for local initiative and input by headquarters executive, and the corresponding respect for headquarters' vision by local executives.

National Controls

Every country protects the commercial interests of local enterprises by maintaining control over market access and entry in both how-tech industries. Such control ranges from a monopoly controlling access to tobacco markets to national government control of broadcast, equipment, and data transmission markets. Today, tariff barriers have been largely removed in the high-income countries, thanks to the WTO, GATT, NAFTA, and other economic agreements. However, nontariff barriers (NTBs) are still very much in evidence. NTBs are non-monetary restrictions on cross-border trade such as the proposed "Buy American" provision in Washington's economic stimulus package, food safety rules, and other bureaucratic obstacles. NTB have the potential to make it difficult for companies to gain access to some individual country and regional markets.

Opposition to Globalization

To many people around the world, globalization and global marketing represent a threat. The term *globaphobia* is sometimes used to describe an attitude of hostility toward trade agreements, global brands, or company policies that appear to result in hardship for some individuals or countries while benefiting others. Globaphobia manifests itself in various ways, including protests or violence directed at policymakers or well-known global companies. 0ponents of globalization include labor unions, college and university students, national and international

2. Conclusion and Recommendation

The increase in the adoption and use of digital technology that was once an exclusive of privileged sectors has become broadly accepted by all industry. With a society that has become increasingly technologically guided, consumers now have the opportunity to experience efficient services provided by the companies. This is especially true for the hotel industry, whose trend has resulted in guests expecting targeted, more active and equally efficient products and services. The guest's experience is the most important characteristic to reach the goals of a hotel. If the hotel does not offer a great experience, then it has high chances of losing its guests to others. This is why digitalization as a global marketing operation represents an opportunity for the hospitality industry, leading to great changes and growth. This paper has elaborately discussed the concept of global marketing; driving and restraining forces in the hotel industry in Nigeria. Based on the findings obtained from the review of literature, the study concluded that the adherence and efficient adoption of global marketing in the hotel industry in Nigeria will enhance hotel performance and thus recommended that the hotel industry should regularly improve on the adoption of service and product digitalization practices in other to enhance organizational performance for global image. Furthermore, the study suggested that more scholars should conduct empirical investigation into the concept of global marketing with the influencing forces especially in the hotel industry in Nigeria.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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