

Marketing Mix from 4Ps to 4Cs: How Egyptian Hotels' Marketing Become More Customer-Oriented

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Abstract

In our fast moving age of internet time, many marketing specialists are now seeing the 4Ps as too product-oriented and have adopted the 4Cs marketing mix. This model looks at the marketing from the customer's point of view. The 4Cs marketing mix converted the traditional marketing mix including (Product – Place – Price - Promotion) into more customer-oriented mix including (Customer needs and wants – Convenience – Cost to the user - Communication).

This research tries to investigate how Egyptian hotel sector apply the 4Cs approach to marketing themselves and how they consider the impact of the "uncontrollable" elements on their marketing mix.

Key-words: Customer-Oriented, Marketing Mix, 4Ps, 4Cs, Relationship Marketing.