

DEVELOPING SERVICE DIFFERENTIATION THROUGH MARKET-SENSING CAPABILITY IN THE AIRLINE INDUSTRY: IMPLICATIONS FOR SUSTAINABLE TOURISM IN RIVERS STATE, NIGERIA

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ABSTRACT

Academics widely discuss the need for sustainable Tourism in various dimensions because of the impact of tourism on the environment, the economy and society, and stress the need for further research in the various sectors that comprise the Tourism Industry. Hence, this paper examines the relationship between market-sensing capability and service differentiation within the context of the airline sector that has made Touristic movement a possibility, in Rivers State, Nigeria. A survey of local airline organizations provides the basis for the empirical investigation. While the univariate analysis was carried out using descriptive statistics, the bivariate analysis was through the Pearson moment correlation coefficient. It was validated that there exists a strong relationship between the variables. One key finding is that a strong market-sensing capability on service differentiation can lead to an airline's strategies for customer centricity. This paper discusses the implications of these findings for researchers and managers.

KEYWORDS: Market-Sensing Capability, Service Differentiation, Airline Industry, Competitive Advantage, Tourism

Article History

Received: 30 Dec 2021 | Revised: 10 Jan 2022 | Accepted: 13 Jan 2022
