

Mass Customerisation: Next Generation Mass Customisation for Tourism

Sindhu R. Babu

Assistant Professor,

Govinda Pai Memorial Government College, Manjeshwar, India.

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ABSTRACT

Marketers are forced to change from customised, crafted and standardised products to more on personalised and one to one marketing as an increase in consumer choice. Again with the growth of internet and related technologies, many companies are deploying mass customisation in a large scale. Mass customisation provides sufficient variety of products and services so that each customer is able to purchase a customised product for a price near that of a mass priced item. Tourism industry, with the changes in tourism demand and scientific progress had adopted mass customisation and became more and more popular. This paper analyses the difference between mass customisation and mass customerisation by studying the structural changes in the tourism market. The paper also puts forward a model for effective mass customerisation as a next generation of mass customisation by building a unique product for each tourist.

KEYWORDS: Tourism, Mass customisation, Mass Customerisation.

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ABOUT THE AUTHOR (S)

Dr. Sindhu R. Babu is an assistant professor of travel and tourism, Govinda Pai Memorial Government College, Manjeshwar, India and can be reached at **sindhurbabu@gmail.com**.