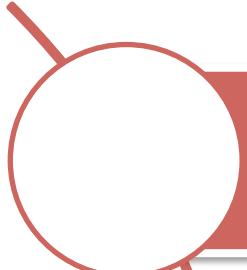




# **UNDERSTANDING MARKETING IN TOURISM & HOSPITALITY**

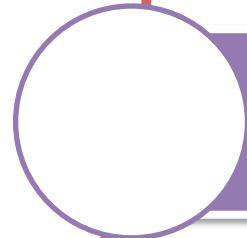
[www.diahsastri.com](http://www.diahsastri.com)



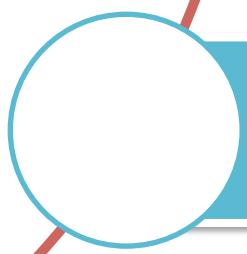
What is marketing?



Service characteristic



Needs, wants and demands



Marketing goals

# WHAT IS MARKETING

A Philosophy

An Attitude

A Perspective

A Management  
Orientation

plus

A Set of Activities, :

Products

Pricing

Distribution

Promotion

+ Process & PE



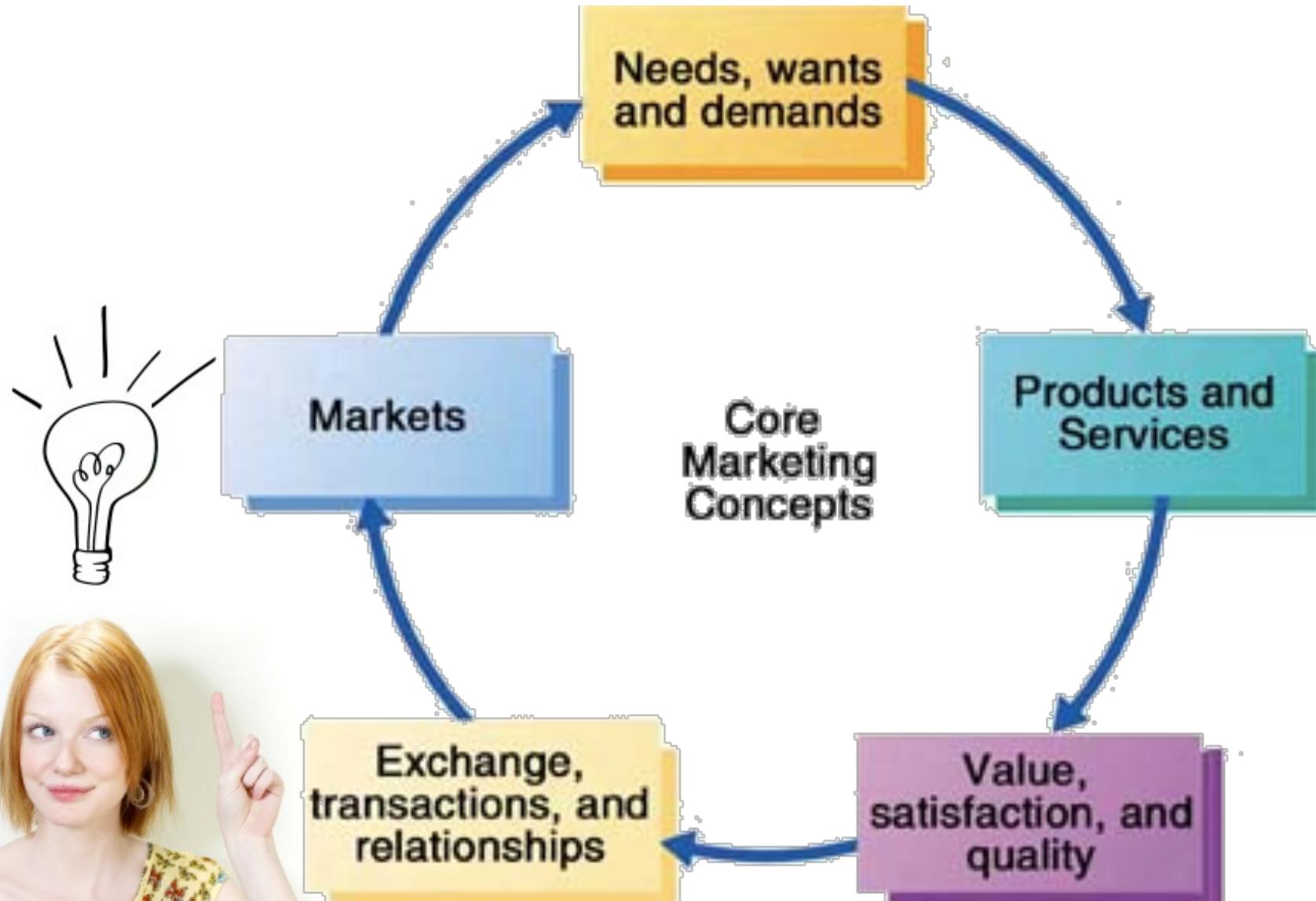


the **science and art** of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

Marketing identifies **needs and desires**. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which **segments** the company is capable of serving best and it **designs and promotes** the appropriate products and services. Kotler 2003

# Service Characteristic: Five I's of Services

- 1. Intangibility (lacks physical existence or form)**
- 2. Inventory (Perishability)**
- 3. Inseparability of Production and Consumption**
- 4. Inconsistency (Variability)**
- 5. Involvement**



## The Basic Concept

The marketing concept states that businesses **MUST** satisfy customers' **needs and wants** in order to make a profit.

A photograph of an underwater restaurant. Two long wooden tables are set with white plates, glasses, and napkins. The tables are positioned on a wooden floor. Above the tables, a large school of fish swims in the clear blue water. The background shows more of the underwater environment with rocks and coral.

# MARKETING GOALS

## CORPORATE GOALS

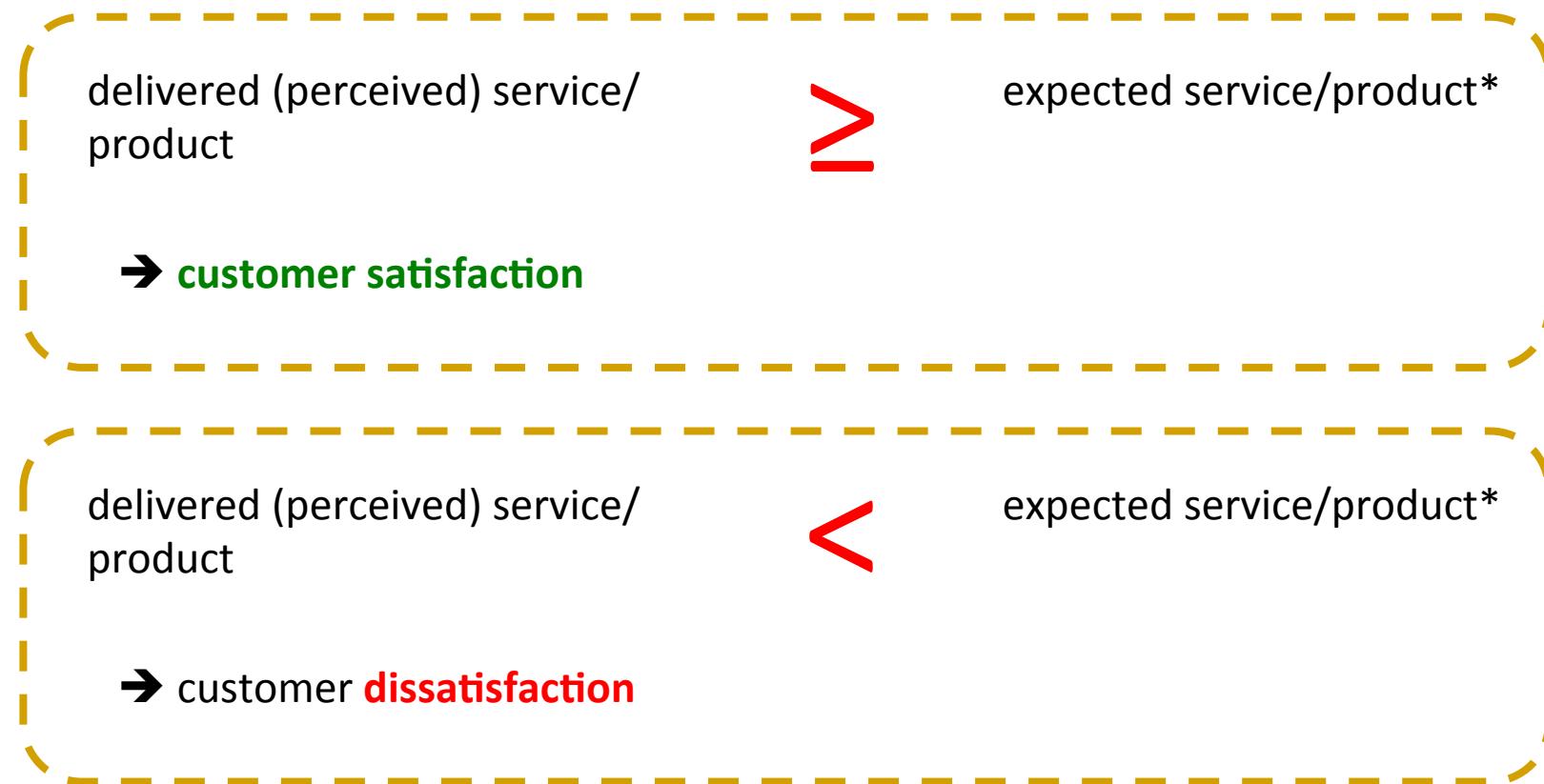
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There are three main objectives that are followed by the marketing discipline:

1. **Customer satisfaction** and **(service) quality**
2. Stimulation of **market exchanges** and **customer retention**
3. **Branding** of services, products, and companies

# Marketing Goals

## 1. Customer satisfaction and (service) quality



\* requires a “positive expectation”

## Marketing Goals

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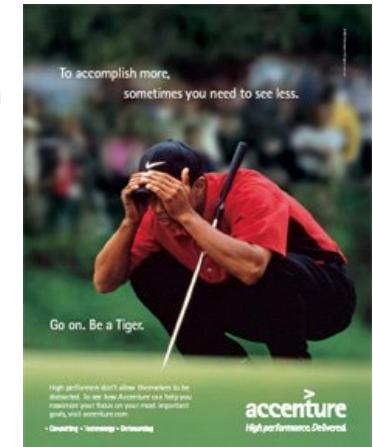
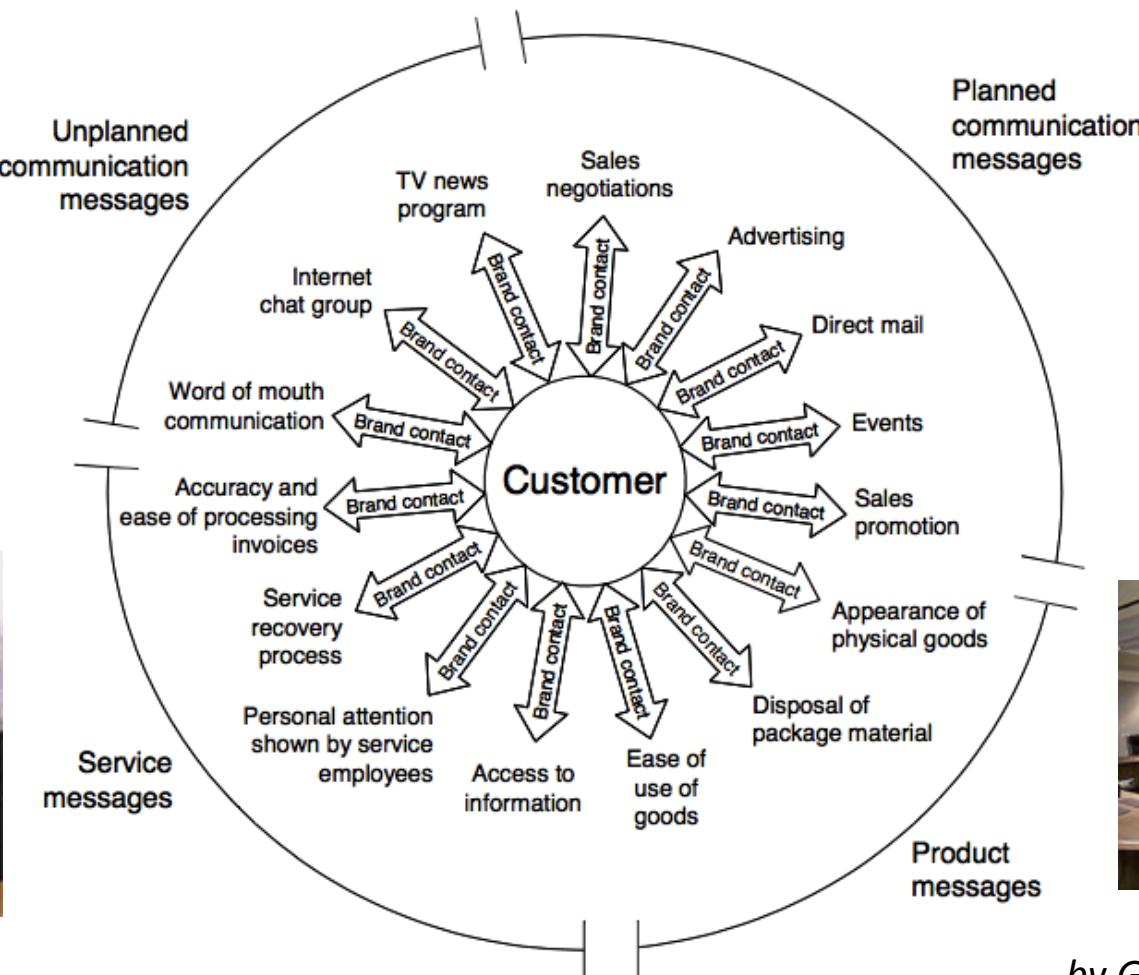
### 2. Stimulation of market exchanges and customer retention

- Customer satisfaction is a main determinant for stable and voluntary buying relationships
- Compliance management plays an important role in **retaining customers**
- Stimulation of **market exchanges** and customer retention is supported by a strong service/product/company brand



# Marketing Goals

## 3. Branding of services, products, and companies



*Brand contacts*  
by Gronroos (2000), p.288



THE RITZ-CARLTON

# STYLE OUR THREADS

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