



# **UNDERSTANDING MARKETING IN TOURISM & HOSPITALITY**

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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





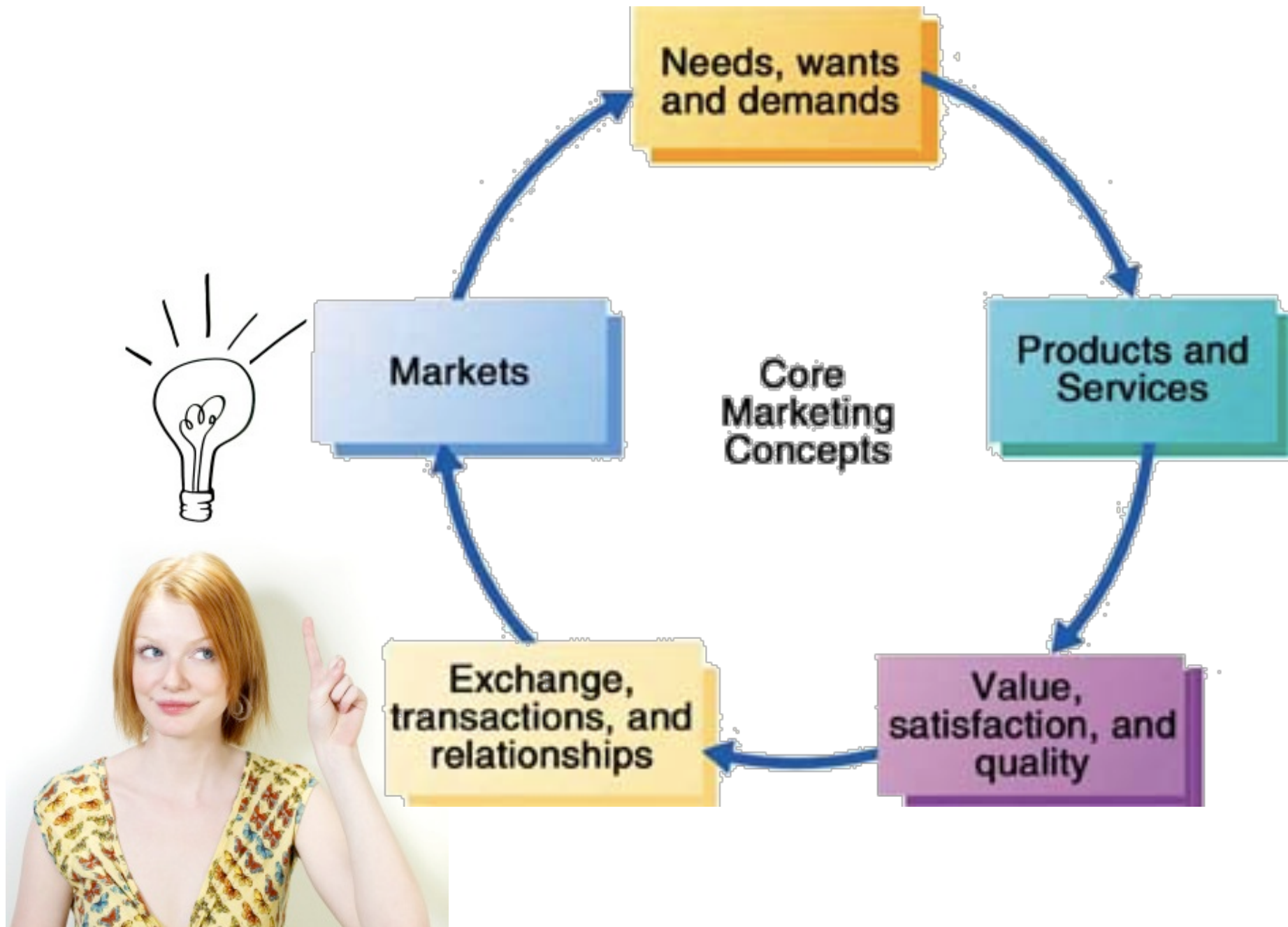


the **science and art** of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

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



The background image shows the interior of an underwater restaurant. The space is filled with clear blue water, and numerous fish of various sizes are swimming around. The restaurant features wooden tables and white chairs, with each table set with plates, glasses, and cutlery. The lighting is soft and blue, creating a serene underwater atmosphere.

# 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

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## 1. Customer satisfaction and (service) quality

delivered (perceived) service/  
product



expected service/product\*

→ **customer satisfaction**

delivered (perceived) service/  
product



expected service/product\*

→ customer **dissatisfaction**

\* requires a “positive expectation”

## Marketing Goals

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

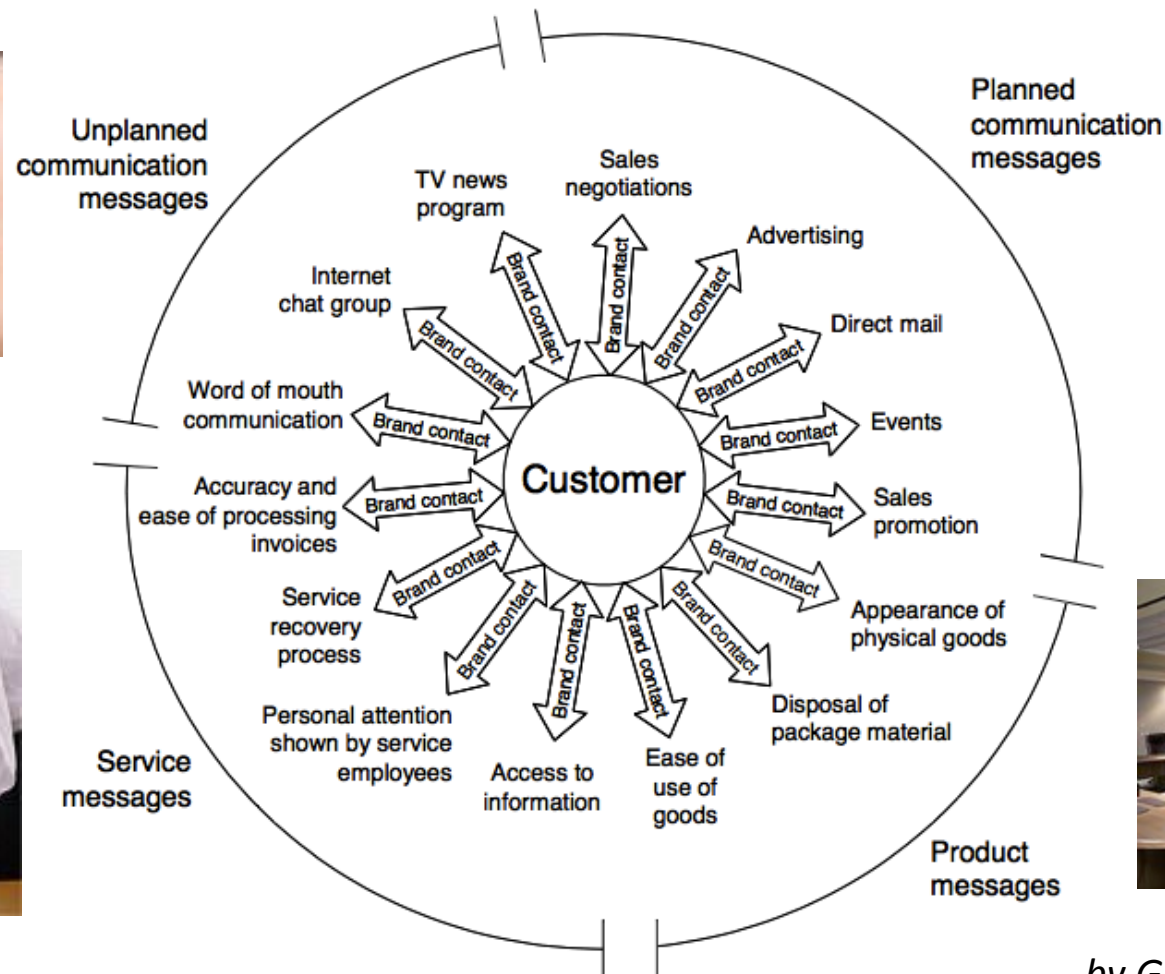
- Customer satisfaction is a main determinant for stable and voluntary buying relationships
- Compliance management plays an important role in **retaining customers**
- Stimulation of **market exchanges** and customer retention is supported by a strong service/product/company brand





# Marketing Goals

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



Brand contacts  
by Gronroos (2000), p.288





# STYLE OUR THREADS

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