

Chapter 2 Marketing Hospitality And Travel Services

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hospitality and travel marketing. Because hospitality and travel services are dif-ferent from other services and products, these five unique approaches to marketing must be followed: a. Use of more than 4 Ps b. Greater significance of word-of-mouth advertising c. More use of emotional appeals in promo-tions d. Greater difficulties with new-concept test-ing e.

Chapter 2 Marketing Hospitality and Travel Services

Chapter 2: Service Characteristics of Hospitality and Tourism Marketing. Intangibility High risk associated with services. It is difficult to evaluate service before the experience. Furthermore, lack of tangibility after the experience Tangibilizing the intangible Create strong organization image Engage in post-purchase communication Stimulate "Word of Mouth" & Publicity Perishability Lack of ability to inventory Capacity and demand management Managing demand Understanding demand ...

Chapter 2: Service Characteristics of Hospitality and ...

Chapter 2: Marketing Hospitality and Travel Services Explain the meaning of services marketing. Identify four reasons why marketing in the services industries has lagged behind marketing in other industries. List and describe six generic differences between the marketing of services and products.

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Chapter 2: Service Characteristics of Hospitality & Tourism Marketing Management Strategies for Service Businesses Understand the Service-Profit Chain Explain marketing strategies that are useful in the marketing andtravel industries Objectives / Goals Service Profit Chain

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The Importance of Marketing in the Hospitality Industry

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MHT2163 Hospitality & Tourism Marketing Chapter 2 SERVICE CHARACTERISTICS OF HOSPITALITY AND TOURISM MARKETING Norhazirah binti Mohd Salim. Service Marketing " Managers do not control the quality of the product when the product is a service The quality of the service is in a precarious state - it is in the hands of the service workers who 'produce' and deliver it." -Karl Albrecht.

chapter 2 - Service Characteristics - student (Ms Hazirah ...

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