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**CORE CONCEPTS IN  
HOSPITALITY AND TOURISM:  
HOSPITALITY SERVICES  
MARKETING**



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# **CORE CONCEPTS IN HOSPITALITY AND TOURISM: HOSPITALITY SERVICES MARKETING**



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# TABLE OF CONTENTS

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Preface

vii

<b>CHAPTER 1</b>	<b>MARKETING FOR HOSPITALITY AND TOURISM .....</b>	<b>1</b>
•	Introduction .....	2
•	Core Concept: The Evolution of Marketing .....	3
•	Core Concept: Tourism and Hospitality Industry .....	5
•	Core Concept: The Importance of Marketing in the Hospitality Industry .....	11
•	Core Concept: Relationship between Tourism and Economic Development .....	13
•	Core Concept: Marketing Tactics for All Tourism Businesses .....	27
•	Core Concept: Interrelationship between Hospitality and Travel Organizations Tourism .....	34
•	Core Concept: Integration within the Hospitality Industry .....	41
•	Review Questions .....	48
•	References .....	48
<b>CHAPTER 2</b>	<b>THE MARKETING ENVIRONMENT .....</b>	<b>51</b>
•	Introduction .....	52
•	Core Concept: Environmental Influences on Hospitality Organization .....	54
•	Core Concept: Environmental Scanning - Internal & External Analysis of Environment .....	77
•	Review Questions .....	93
•	References .....	93
<b>CHAPTER 3</b>	<b>CONSUMER MARKETS AND CONSUMER BUYING BEHAVIOR .....</b>	<b>95</b>
•	Introduction .....	96
•	Core Concept: Consumer Markets .....	97

• Core Concept: Consumer Buying Behavior .....	124
• Review Questions .....	140
• References .....	140
<b>CHAPTER 4 MARKET SEGMENTATION .....</b>	<b>143</b>
• Introduction .....	144
• Core Concept: Segmentation in the Hospitality Industry.....	145
• Core Concept: Market Segmentation, Targeting, and Positioning .	161
• Core Concept: Criteria for Successful Market Segmentation .....	171
• Core Concept: Customer Equity Management.....	177
• Review Questions .....	182
• References .....	182
<b>CHAPTER 5 PROMOTE TOURISM PRODUCTS AND SERVICES....</b>	<b>185</b>
• Introduction .....	186
• Core Concept: Tourism Product Development.....	187
• Core Concept: Tourism Products Design .....	200
• Core Concept: Identify Customer Needs .....	210
• Review Questions .....	239
• References .....	239
<b>CHAPTER 6 ELECTRONIC MARKETING.....</b>	<b>241</b>
• Introduction .....	242
• Core Concept: Perception of E-Marketing.....	243
• Core Concept: Database Marketing.....	267
• Core Concept: Direct Marketing Ideas for the Hospitality, Travel and Tourism Industry.....	274
• Core Concept: The Importance of Web Presence in Hospitality Industry.....	279
• Review Questions .....	289
• References .....	289
<b>INDEX.....</b>	<b>291</b>

# INDEX

## A

Accommodation 190  
Advertising 85, 86  
Audience 83, 87  
Automated teller machines  
(ATMs) 245

## B

Behavioral Segmentation 147,  
155  
Branding strategy 44  
Business climate 53  
Business markets 103  
Business Organization 58  
Business to consumer model 107  
Buyer decision processer 132

## C

Construction Company 104  
Consumer 11, 12, 15, 18, 19, 31,  
53, 54, 62, 72, 76, 82, 83,

84, 91

consumer behavior 154  
Consumer markets 97, 98, 115  
Corporate giants 96  
Cost Per Mille (CPM) 258  
Customer Equity Management  
(CEM) 177  
Customer Relation Management  
(CRM) 92  
Customers 7, 9, 10, 19, 29, 32

## D

Database marketing 267, 268  
Decision making 97, 127, 131,  
132, 140  
Demand 264  
Demographic Segmentation 146,  
151  
Direct marketing 254, 274, 275,  
276, 277, 278, 279

**E**

Economic environment 64, 65,  
73, 79, 91, 92  
Economic growth 8  
Electronic commerce 282, 4  
Email advertising 260  
E-marketing 242, 243, 253, 255,  
261, 262, 263  
Employment 57  
Enterprise Resources Planning  
(ERP) 92  
External environment 55, 57, 75,  
77, 78, 79, 91

**G**

Gender segmentation 152  
Geographic Segmentation 147,  
153  
Governmental legislation 53  
Government organizations 196  
Gross Domestic Product (GDP)  
14

**H**

Homogeneous product 194  
homogenous groups 161  
Hospitality 71, 72, 73, 79, 80, 81,  
82, 87, 92, 93, 94  
Hospitality industry 2, 4, 7, 11,  
12, 14, 43, 48, 145  
Hospitality Marketing 96  
Hotel development program 190  
Hotel managers 281  
Human resources 105

**I**

Income segmentation 152

Industry 4, 5, 7, 9, 11, 12, 14, 29,  
30, 31, 34, 35, 42, 43, 44, 49  
Infrastructure 6, 14  
Intangibility 71  
Internal marketing 3  
International standard 195  
International tourism 189  
Internet marketing (IM) 263  
Inventory 72

**M**

Market environment 52, 53, 76  
Marketing management 54, 56  
Marketing mix 145, 149, 150,  
179, 180  
Marketing strategies 157, 160,  
177  
Market leader 101, 139  
market segment 157, 166, 167  
Mass marketing 161  
Microenvironment 52, 53, 57, 62  
Middle East and Africa (MEA)  
112  
Motel 34, 36, 37  
Mutual satisfaction 186

**O**

Organization for Economic Co-  
operation and Development  
(OECD) 6

**P**

positioning 161, 162, 163, 166,  
170  
potential customers 161, 163,  
166, 167, 168  
Print media 86  
Product 3, 9, 15, 18, 19, 28, 30,

31, 35

Promotion mix 87

Promotions 277, 281

Psychographic Segmentation 147,  
154

Psychological satisfaction 187

psychological variables 154

Public sector organizations (PSOs)  
106**R**Reputation Management Index\”  
(RMI) 258

Restaurant 18, 20

Return on Investment (ROI) 88

**S**Search engine marketing (SEM)  
244segmentation approaches 164,  
175

Social bookmarking 280

Social-cultural environment 55

Social media 86

Supply Chain Management (SCM)  
92

SWOT analysis 88, 93

**T**Target market 148, 149, 151, 159,  
166, 167

Tourism demand 193

Tourism industry 191, 218, 219,  
221, 222, 223, 230

Tourism marketing 18, 19, 20

Tourism Product 186, 197, 237,  
238

Tourist attractions 188, 189

Tourist destinations 189, 190,  
196, 203, 205Tour operator 193, 195, 196, 197,  
205, 206

Transportation 186, 195, 205

Transportation Service Market  
109

Travel agent 193, 195, 237

**V**

Vertical integration 41, 42

**W**

World Tourism Organization 190