



HOSPITALITY AND TOURISM MARKETING



3G LEARNING

TABLE OF CONTENTS

1. Service Sector and Hospitality	
1.1 Tangible and Intangible Nature of the Hospitality Industry.....	2
1.1.1 Relationship between the Hospitality Industry and Tourism.....	3
1.1.2 Accommodation Sector.....	4
1.2 Hotel Ownership.....	7
1.2.1 Hotel Management.....	7
1.3 The Functions and Departments of a Hotel.....	9
1.3.1 The Duties of Key Executives	9
1.3.2 Functions of Major Hotel Departments.....	10
1.4 Rooms Division.....	11
1.4.1 Front Office Operations.....	12
1.4.2 Housekeeping Department.....	13
1.4.3 Organization of the Housekeeping Department.....	14
1.4.4 Duties of Housekeeping Staff	15
1.4.5 Relationship between Housekeeping Department and Other Departments	18
1.5 Service Economy.....	21
1.6 Evolution of Hospitality.....	27
1.6.1 Modern Tourism.....	28
1.6.2 Growth of International Tourism	29
1.7 Hotel and Catering Industry.....	35
1.8 Leisure Industry	37
1.9 Hotel Sector	38
1.9.1 Formulation of Marketing mix for Hotels Organizations.....	38
1.10 Catering Sector	39
1.10.1 Contract Catering.....	39
2. The Economic and Social Significance of Tourism	
The Good Practice Guide on Planning for Tourism.....	45
2.1.1 Recognizing the Local Value of Tourism.....	46
2.1.2 Tourism Industry Involvement with Planning.....	47
Planning Approaches.....	49
Implementation of Planning	51
2.3.1 Systems Approach to Tourism Planning.....	51
2.3.2 Market/Product Strategic Options.....	52
Outputs of Tourism Planning	54
Measuring Tourism Impacts	55
Tourism Marketing	57
2.7 Marketing Mix for Tourism Product.....	59
Contribution to National Economy.....	61
3. Tourism Infrastructure	
Transportation.....	65
Water Supply Systems	69
Energy and Power.....	71
Waste Disposal Systems.....	72
Post and Telecommunication Services.....	73
Pollution Control Mechanisms	74
Facilities and Services Infrastructure	74

3.7.1	Accommodation and Restaurants.....	76	6.2.2	Marketing Mix	136
3.7.2	Shopping	78	6.2.3	4P's of Marketing Mix	137
3.7.3	Travel and tour services.....	78	6.3	Target Market.....	138
3.7.4	Recreation and Entertainment.....	79	6.3.1	Market Segmentation	139
3.7.5	Health care, and Emergency and Safety Systems.....	80	6.3.2	Bases for Market Segmentation.	140
3.8	Infrastructure Financing Possibilities	81	6.4	Tourism Marketing	141
3.8.1	Investment Requirements.....	82	6.4.1	Special Features of Tourism Marketing	142
3.8.2	Foreign Private Investment.....	83	6.5	Product in Tourism	143
3.9	Types of Incentives.....	85	6.5.1	Characteristics of Tourism Products	145
4.	Tourism and Economy		6.6	Marketing Mix in Tourism.....	146
4.1	Tourism: An Industry.....	92	6.7	Tourism Marketing Strategy	149
4.1.1	Tourism is a Growth Industry	96	7.	Tourism Organizations and Associations	
4.2	Tourism and Development	98	7.1	World Tourism Organizations (WTO)	152
4.2.1	Tourism and National Development.....	99	7.1.1	Organizational Aims	152
4.3	Strategy for Developing Countries...	101	7.1.2	History.....	153
4.4	Linkages and Leakages	104	7.1.3	Structure.....	155
4.4.1	Leakages.....	104	7.1.4	Technical Cooperation	157
4.4.2	Linkages	105	7.1.5	Education and Training	157
4.4.3	Employment Linkages	113	7.1.6	Environment and Planning	157
4.4.4	Moving Beyond "Trickledown" Effect.....	114	7.1.7	Facilitation and Liberalization...	157
5.	Economic Impact of Tourism		7.1.9	Publications	158
5.1	Earner of Foreign Exchange.....	117	7.2	Pacific Asia Travel Association (PATA).....	159
5.2	Multiplier Effect.....	120	7.2.1	Background.....	160
5.3	Growth of Infrastructure	125	7.2.2	Mission	160
5.4	Tourism and Taxation.....	126	7.2.3	History.....	161
5.4.1	Principles of Tourism Taxation.	127	7.3	International Air Transport Association (IATA)	169
5.5	Balanced Regional Development ...	128	7.3.1	IATA Aims	169
5.5.1	Generation of Employment....	129	7.3.2	Background.....	169
5.5.2	Other Dimensions.....	131	7.3.3	History.....	169
6.	Tourism Marketing		8.	Passport and Visa	
6.1	Objectives of Marketing	133	8.1	Passports	175
6.2	Definition of Marketing.....	134	8.2	Types of Passport	179
6.2.1	Aspects of Marketing Concept.	135	8.2.1	Issuing Authority	180

8.3	Procedures for Obtaining Passport	185	9.5.5	Investment Management Firms.....	214
8.4	Visas	186	9.5.6	Hedge funds	215
8.5	Types of Visa	188	9.5.7	Retail Forex Brokers.....	215
	8.5.1 Issuing Authorities.....	190	9.6	Exchange of Currency during Immigration	215
8.6	Procedure for obtaining Visas	191	9.6.1	Factors Affecting Currency Trading	217
	8.6.1 Common visas.....	193	7.6.2	Financial Instruments	220
9.	Foreign Exchange		9.7	Import of Goods	223
9.1	Early Currency	198	9.8	Export of Goods	225
	9.1.1 Coinage.....	200			
9.2	Hard and Credit Money	200	10.	The Role of Technology in the Hospitality Industry	
9.3	Legal Tender	202	10.1	The Development of Technology in the Hospitality Industry	233
	9.3.1 Paper Money.....	203	10.2	The Importance of Employing Up-to-date Information Technology	237
9.4	Procedure for Obtaining Foreign Exchange	205	10.2.1	Front Office	240
	9.4.1 Nominal and Real Exchange Rates.....	207	10.2.2	Housekeeping	241
	9.4.2 Uncovered Interest Rate Parity.....	208	10.2.3	Food and Beverage	242
	9.4.3 Balance of Payments Model.....	208	10.3	The Ways Technological Changes Improve the Operational Efficiency of the Hospitality Industry for Customers, Tourists and Staff	243
	9.4.4 Asset Market Model	209	10.3.1	Stock Control Systems	244
	9.4.5 Fluctuations in Exchange Rates.....	209	10.3.2	The Property Management System (PMS) in Hotels	244
	9.4.6 Foreign Exchange Counters/ Markets.....	210			
9.5	Market Size and Liquidity	211	Bibliography		
	9.5.1 Market Participants.....	213			
	9.5.2 Banks	213			
	9.5.3 Commercial Companies.....	214			
	9.5.4 Central Banks	214			