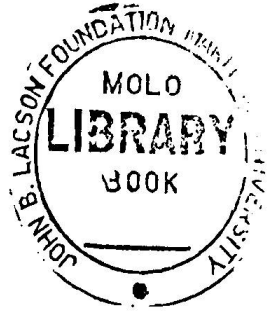


An aerial photograph of a tropical coastline. The top half shows a dense, lush green forest. Below the forest is a rocky shoreline with white sand and scattered dark rocks. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The text 'TOURISM & HOSPITALITY MARKETING' is overlaid in white, outlined letters on the turquoise water. A horizontal white line is positioned below the title.

TOURISM & HOSPITALITY MARKETING

John Paul Guevarra Buenaventura, MBA
Liberty Buenaventura-Gutierrez, MBA



**TOURISM AND
HOSPITALITY
MARKETING**

John Paul Guevarra Buenaventura, MBA
Liberty Buenaventura-Gutierrez, MBA

TOURISM AND HOSPITALITY MARKETING

COPYRIGHT 2022

John Paul Guevarra Buenaventura, MBA

Liberty Buenaventura-Gutierrez, MBA

ISBN: 978-621-406-343-7

***ALL RIGHTS RESERVED.** No part of this work covered by the copyright hereon, may be reproduced, used in any form by any means – graphic, electronic, or mechanical, including photocopying, recording, or information storage and retrieval systems – without written permission from the authors.*

Published by: MINDSHAPERS CO., INC.
Rm. 108, Intramuros Corporate Plaza Bldg.,
Recoletos St., Manila
Telefax: (02) 8527-6489
Tel. No.: (02) 82546160
Email: mindshapersco@yahoo.com
www.mindshaperspublishing.com

Layout & Cover Design: Erwin O. Bongalos

TABLE OF CONTENTS

Preface	iii
Acknowledgment	v
CHAPTERS	
1 INTRODUCTION TO MARKETING	1
Types of Market	2
Definition of Marketing	4
Different Aspects of Marketing	6
Importance of Marketing	6
Marketing Philosophies	8
Assessment	10
Discussion Questions	13
2 HOSPITALITY SERVICES MARKETING	15
The Concept of Service	16
Services Marketing	18
Hospitality Marketing Orientation	19
Importance of Hospitality Marketing	19
Strategies to Manage Hospitality Service Businesses	21
Hospitality Service Encounter	22
Determinants of Service Quality	23
Some of the Areas/Processes may Add Value	25
Assessment	27
Discussion Questions	29
3 HOSPITALITY MARKETING MIX	31
Four Ps of Marketing Mix	33
Extension of 4P's – 7P's	34
Assessment	35
Marketing Application	37
4 PRODUCT SERVICE MIX	41
Basic Hospitality Product	42
Components of Hospitality Product	43
Satisfactory Services	45
Product Planning and Product Development	46
Product Life Cycle	47
Reasons Why New Products Fail	48
Product Line and Product Mix	49
Assessment	55
Marketing Activity	59

5	PRICE MIX	61
	Pricing Objectives	62
	Hospitality Pricing Objectives	63
	Methods and Strategies of Pricing in Hospitality	65
	Yield Management	69
	Hotel and Restaurant Pricing	70
	Some Pricing Tactics in Hotels	70
	Common Errors in Pricing	70
	Assessment	73
	Problem Solving	77
6	PROMOTION MIX	79
	Five Elements of Promotional Mix	80
	Different Types of Advertising	81
	Advertising Objectives	82
	Classification of Personal Selling Jobs	83
	Promotional Tools	85
	Public Relation Tools	87
	Direct Marketing Tools	88
	Assessment	91
	Situation Analysis	95
7	PLACE MIX-CHANNEL OF DISTRIBUTION	97
	Channel of Distribution	98
	Market	99
	Market Structures	99
	Marketing Channels	100
	Market Exposure for Products	102
	Retailing	103
	Franchising	104
	Wholesaling	105
	E- COMMERCE	106
	Assessment	107
	Situation Analysis	111
8	MARKETING PLAN	113
	Marketing Plan Purpose	114
	Marketing Plan Aims and Objectives	114
	8 Ps of Marketing Plan	115
	Marketing Plan Outline	115
	Content of Marketing Plan	116
	Assessment	121
	Marketing Application	123

9	STRATEGIC MARKETING AND TACTICAL MARKETING	127
	Strategic Planning	128
	Strategic Planning Process	129
	Environmental Scanning	130
	Assessment	133
	Discussion Questions	135
10	MARKET OPPORTUNITY AND CONSUMER ANALYSIS	137
	What to Include in Your Market Analysis	138
	What to look for SWOT Analysis	140
	Restaurant SWOT Analysis	141
	Assessment	143
	Discussion Questions	145
11	CONSUMER BEHAVIOR	147
	Concept of Consumer Behavior	148
	Factors Influencing Consumer Behavior	148
	Abraham Maslow Theory	152
	Consumer Buying Behavior	152
	Consumer Buying Decision Making Roles	153
	Buying Decision Process	153
	Classification by Type of Needs	154
	Assessment	155
	Discussion Questions	157
12	CUSTOMER RELATIONSHIP DEVELOPMENT STRATEGIES	159
	Benefits in Developing and Implementing CRM	160
	Strategies in Developing Customer Relationship	160
	Assessment	163
	Discussion Questions	165
13	MARKETING RESEARCH AND ENVIRONMENT	167
	Market Research Process	168
	Types of Market Research	169
	Marketing Environment	170
	Assessment	173
	Discussion Questions	175
14	MARKET SEGMENTATION	179
	Differentiation vs Segmentation	180
	Seven Steps in Market Segmentation	181
	Product Positioning	182

Product Service Positioning Options	1
Checklist for Developing Positioning Strategies	182
Basis for Segmenting Consumer Market	183
Assessment	187
Marketing Application	191
15. TOURISM MARKETING	195
Recreation and Leisure	196
Categories of Tourism	197
Role of Tourism Department	198
Why Do People Travel	198
Tourism Activities	200
Assessment	205
Marketing Application	207
References	209