

Marketing for Hospitality and Tourism (Chapter)

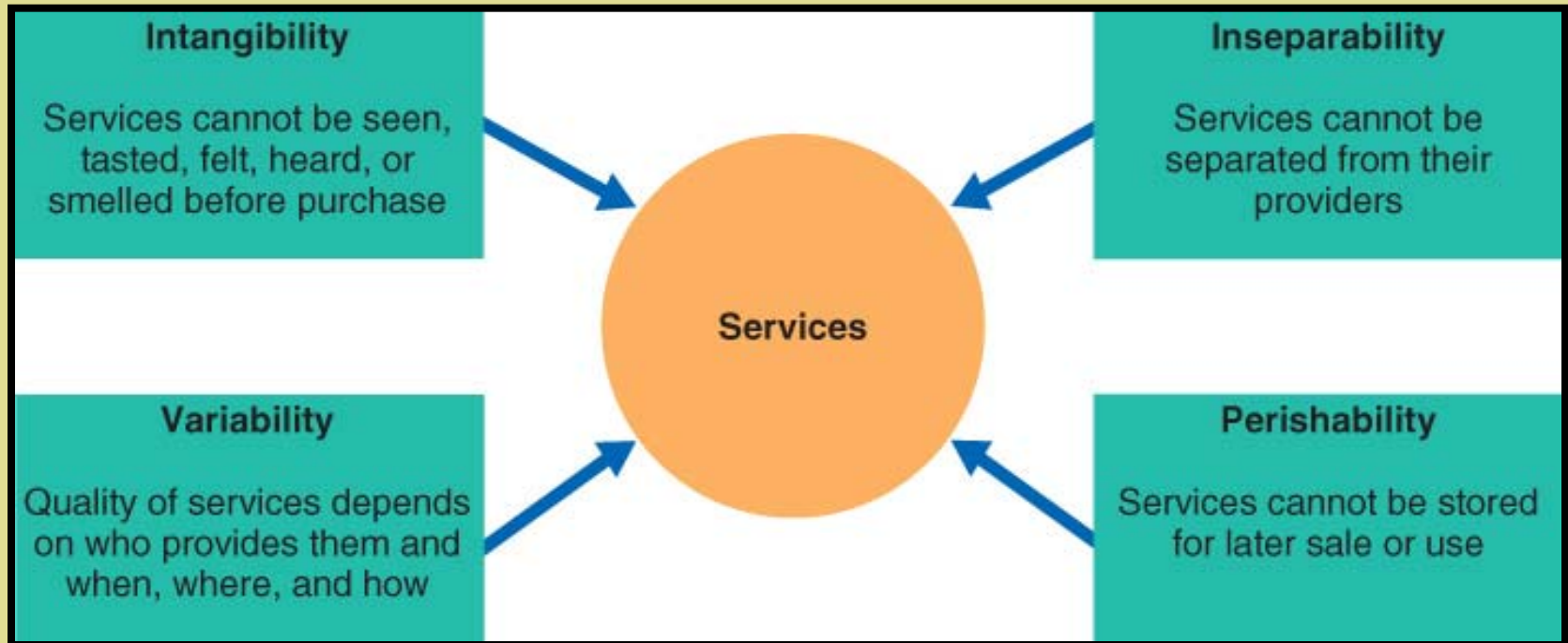
Service Characteristics of Hospitality and Tourism Marketing

Kaoruko Miyakuni

Karl Albrecht

**“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.”**

Characteristics of Service Marketing



Service Characteristics of H&TM

① Intangibility



- Service cannot be seen, tasted, felt, heard, or smelled
 - Cars (Products that can be experienced before purchase)
 - Example...test drive Honda at the dealership
 - Air tickets (You cannot experience the air travel before the purchase)
 - Example...Passengers have nothing but airline tickets which states the promise of safe delivery to the destination
 - Dinner at the restaurant...We don't know what we will receive until we have experienced the meal and service.



- Customer look for tangible evidence
 - Airline Counter – customer service of the airline
 - Restaurant...Exterior and Interior, cleanliness
 - Hotel...Staff's uniform, luxury automobiles



① Inseparability

◆ Customers and Providers are at the same place when the product is delivered.



觀光商品
(Hospitality Goods)

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農業・工業製品
(Food & Manufactured goods)

③ Variability

- Variable, Variety, (Quality varies)
- Quality of services depends on who provides them and when, where, and how.



- Quality control of service is difficult.



- Depends on employees (attitude, skill level, experiences)



Services are produced and consumed simultaneously, which limits quality control.

観光業（ホスピタリティ産業）の特徴④

Perishability

- Services cannot be stored for later sale
 - 客室 100室中、60室予約済み
 - 残り40室は？



Club Med
地中海クラブ
は？



Chipotle Mexican Grill



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Hints

Burritos

