

Introduction to Marketing



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Chapter 1. Introduction:
Marketing for Hospitality and Tourism
Text book page 3 to 13
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The Customers' Point of View (Text Book Pg.3)



Peter Drucker said...

Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from *the customers' point of view*.....Business success is not determined by the producer but buy the customer.

The Customers' Point of View (Pg. 3)

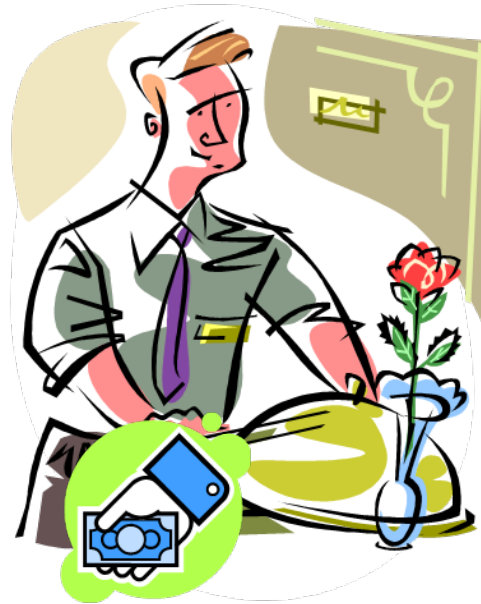


- Wyndham Corporation
- 1970
- *Michael Levine*
 - the number of hotels and hotel rooms more than doubled.
 - Showed the importance of having a customer orientation
 - Employees were rewarded, never penalized, for taking initiative to help a customer.

The Customers' Point of View (Pg. 3)



The Client



Mr. Levine



The union
Or
The Boss



The waiters had to be
paid 8 gratuities (tips)
per table



Your Passport to Success pg.5

The scale of Travel Industry

By 2010,

- International travel: 1,000,000,000 (1 billion)
- Receipts: \$1,500,000,000,000 (1 trillion)

- In 2004
- *Tourists to our prefecture:* 5,500,000 (million)
- *Overseas Tourists to Japan:* 6,000,000 (million)

- France 75,000,000 (million)
- Spain 53,000,000 (million)
- U,S,A 46,000,000 (million)

Your Passport to Success

pg.5

The scale of Travel Industry

◆ Singapore Airlines

◆ Dubai – Tourist destination

- ◆ 272 hotels with 3,000rooms
- ◆ 30 shopping malls
- ◆ 5 million visitors
- ◆ 70 million passengers per year
- ◆ A \$19 billion theme park (DW x 2)

◆ Hong Kong – World's best Airpor

- ◆ 87 mil. visitors



Dubai, UAE



Your Passport to Success pg.6

Marketing as a Philosophy

- Marketing is a philosophy, ways of thinking, and a ways of structuring businesses.
- Marketing deals with customers.
- Creating customer **value** and **satisfaction** is at the heart of hospitality and travel industry marketing.
- Deliver customer satisfaction at a profit



Ritz-Carlton Hotels
“Memorable
experiences”



McDonalds

“QSC&V
-Quality
-Service
-Cleanliness
-Value”

Customer Orientation (pg.6&7)

- The purpose of a business is to **create and maintain** satisfied, profitable **customers**.
- Customers are attracted and retained when their *needs* are met.
- Managers who try to maximize short-run profits are short-selling both the customer and the company.

C: "What do you want"

W: "The restaurant was open until 9."

C: "Year, by the time I clean up and put the food away, it'll be 9."



Customer Orientation (pg.6&7)



Why was the customer treat in such a shabby manner?

- The employee wanted to leave early.
- The employee was suffering from a headache.
- The employee had personal or family problems.

In fact, the employee once served a customer immediately before closing time, resulting in the employee working until 10:30 p.m. Instead of the corporate office thanking her for servicing the customer, it reprimanded her for putting in extra time.

