

# Introduction to Marketing



December 18, 2008

Chapter 1. Introduction:  
Marketing for Hospitality and Tourism  
Text book page 10 to 22  
Kaoruko Miyakuni

# Importance of Marketing

## ◆ Mom-and-pap industry



## ◆ Chains

- ◆ 24 companies account for 1/3 of all restaurants in U.S.
- ◆ Mcdonald's...30,000 restaurants in 119 countries serving 47 million customers.



■ Food and beverage manager → general manager

■ Rooms division manager → general manager

■ *Marketing Director* → general manager

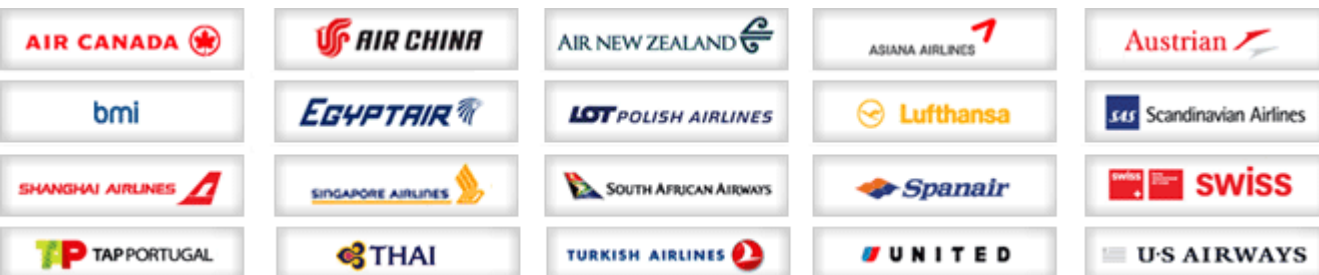
# Tourism Marketing

- Successful hospitality marketing is dependent on the entire travel industry.
  - Many resort or hotel guests purchase *travel-hospitality packages* assembled by wholesalers (e.g. JTB) and offered through travel agents (e.g. Okinawa Tourist)



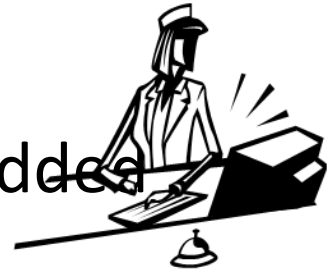
# Tourism Marketing

- Successful hospitality marketing is dependent on the entire travel industry.
  - Hotel and rental car companies have developed cooperative relationships with airlines that offer *Frequent Flyer plans* (Star Alliance/One World/Sky Team)
  - Star Alliance
    - 21 companies
    - 975 airports in 162 countries
    - 18,000 flights



# Tourism Marketing-Success of Cruise Lines

- The port of Boston
  - Massport wanted to attract cruise line business.
  - Massport promoted Boston to travel agents (97% of the cruise line businesses).
  - Boston doubled the number of port calls and added \$17 million to the local economy.
  - Few industries are as interdependent as travel-hospitality.



# Needs, Wants, & Demands

- Physical needs...food, clothing , warmth, safety
- Social needs...belonging, affection, fun & relaxation
- Esteem Needs...prestige, recognition& fame

# Needs, Wants, & Demands

- How people communicate their needs.
  - What is “the need” here?



- Wants are described in terms of objects that will satisfy needs.

# Needs, Wants, & *Demands*

- People choose products that produce the most satisfaction for their money. When backed by buying power, “wants” become “demands”.
- Consumers view products as bundles of benefits and choose those that give them the best bundle for their money.



- ◆ Basic accommodation
- ◆ A low price
- ◆ convenience

- ◆ Luxury
- ◆ Comfort
- ◆ Status

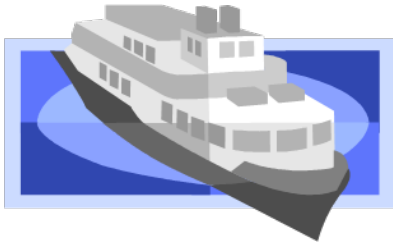


  
**FOUR SEASONS**  
*Hotels and Resorts*



# Products

- A product is anything that can be offered to satisfy a need or want.
- Suppose that an executive feels the need to reduce the stress of his or her job in a highly competitive industry.



- Anything capable of satisfying a need can be called “product”. Products include experiences, persons, places, organizations, information, ideas, etc.

# Four Seasons Hotels & Resorts



# Four Seasons Hotels & Resorts



# Four Seasons Hotels & Resorts



# Four Seasons Hotels & Resorts





STARBUCKS COFFEE



# Burns and Nobles

