# Travel Marketing



Second Edition

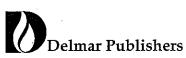
Alastair M. Morrison

Starbucks, Ex. 10

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# Second Edition

Alastair M. Morrison, Ph.D.





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Printed in the United States of America

For more information, contact:

Delmar Publishers 3 Columbia Circle, Box 15015 Albany, New York 12212-5015

International Thomson Publishing Europe

Berkshire House 168-173 High Holborn London WC1V7AA England

Thomson Nelson Australia 102 Dodds Street South Melbourne, 3205 Victoria, Australia

Nelson Canada 1120 Birchmount Road Scarborough, Ontario Canada MIK 5G4 International Thomson Editores Campos Eliseos 385, Piso 7 Col Polanco

11560 Mexico D F Mexico

International Thomson Publishing GmbH

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53227 Bonn Germany

International Thomson Publishing Asia

221 Henderson Road #05-10 Henderson Building

Singapore 0315

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Japan

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1 2 3 4 5 6 7 8 9 10 XXX 01 00 99 98 97 96 95

#### Library of Congress Cataloging-in-Publication Data

Morrison, Alastair M.

Hospitality and travel marketing / Alastair M. Morrison. — 2nd ed.

p. cm. Includes index. ISBN 0-8273-6620-5
1. Hospitality industry—Marketing. 2. Tourist trade—Marketing. 1. Title. TX911.3.M3M67 1996
647.94'068'8—dc20

95-19700

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CHAPTER

2

Marketing Hospitality and Travel Services

### **OBJECTIVES**

Having read this chapter, you should be able to:

- 1. Explain the meaning of services marketing.
- 2. Identify four reasons that marketing in the service industries has lagged behind marketing in other industries.
- 3. List and describe six generic differences between the marketing of services and the marketing of products.
- 4. List and describe six contextual differences between the marketing of services and the marketing of products.
- 5. List and explain eight specific differences affecting the marketing of hospitality and travel services.
- 6. Explain five unique approaches required in hospitality and travel marketing.
- 7. Identify three unique relationships among hospitality and travel organizations.

### **OVERVIEW**

This chapter describes the emerging field of services marketing. It emphasizes that, although product and service marketing are similar in many ways, there are important differences between them. These differences are identified and described. For the hospitality and travel industry, generic, contextual, and specific differences are discussed. The unique marketing approaches required in the service industries are also described. One of the distinct features of the hospitality and travel industry is the dependency that exists among companies and organizations. The chapter ends by reviewing these relationships.

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