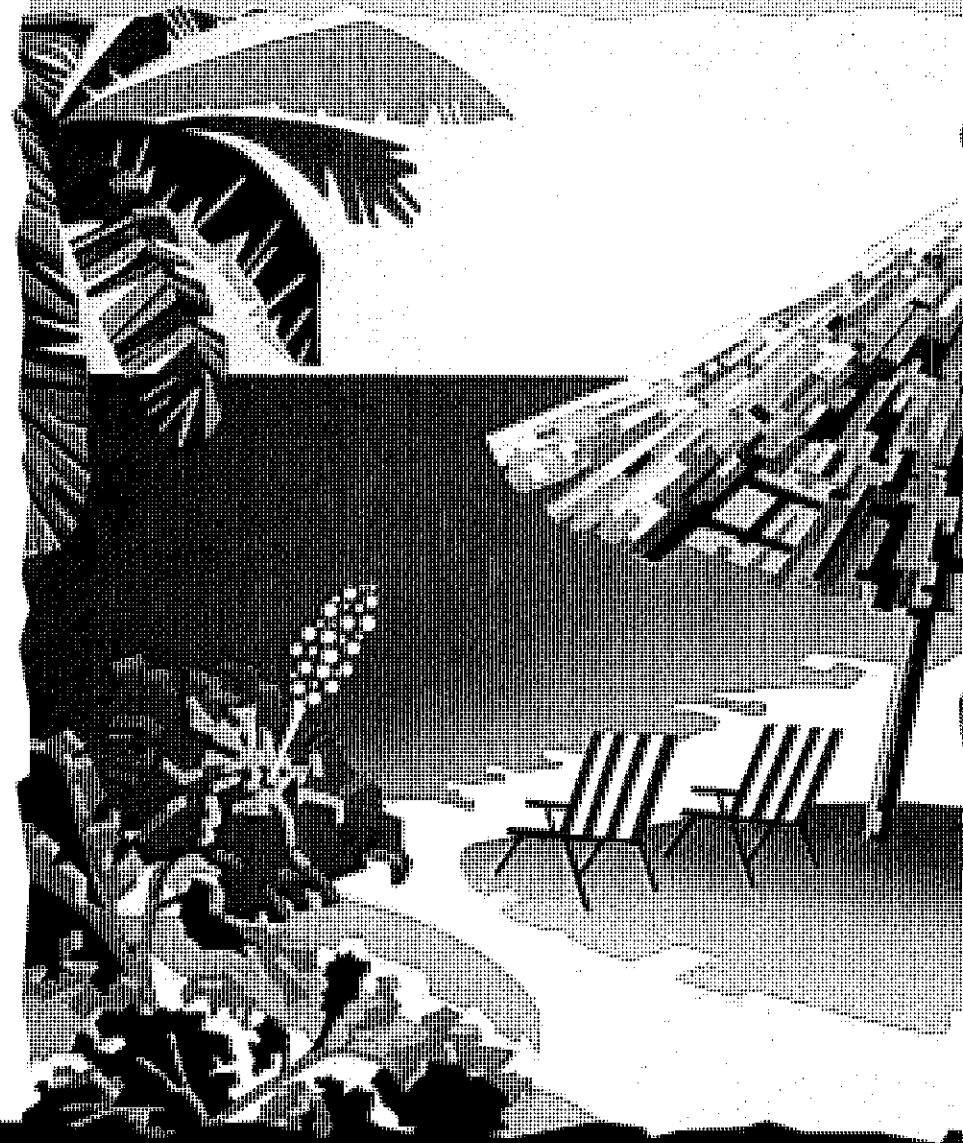


Hospitality and Travel Marketing

Second
Edition



Alastair M. Morrison

Starbucks, Ex. 10
Starbucks v. Ameranth, CBM2015-000

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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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