

TOURISM and HOSPITALITY MARKETING

Color of
the Year
2022

PANTONE®

Very Peri

17-3938

TATYANA KLIMOVA

Associate Professor,

Head of the Department of

International Tourism and Hotel Business





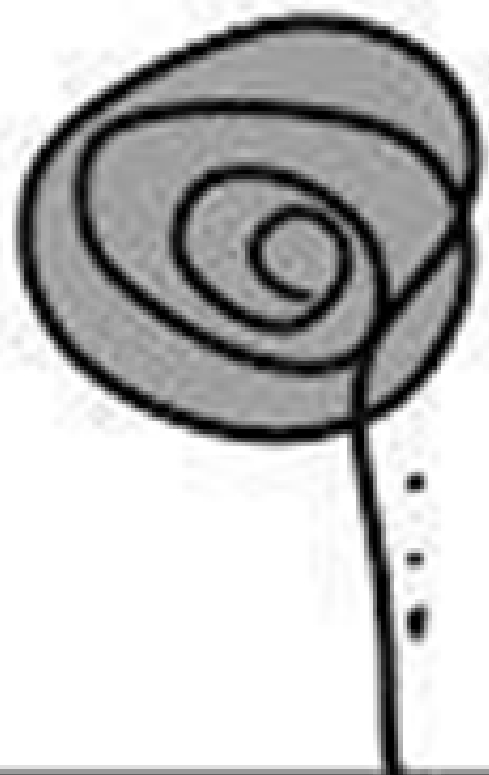
TATYANA KLIMOVA
Associate Professor,
Head of the Department of
International Tourism and Hotel Business

8-910-361-60-81
tklimova@bsu.edu.ru
@boss_klimova



Lecture 1. Marketing hospitality and tourism experience

Marketing is Everywhere.
God is Everywhere.
ERGO, Marketing is God.



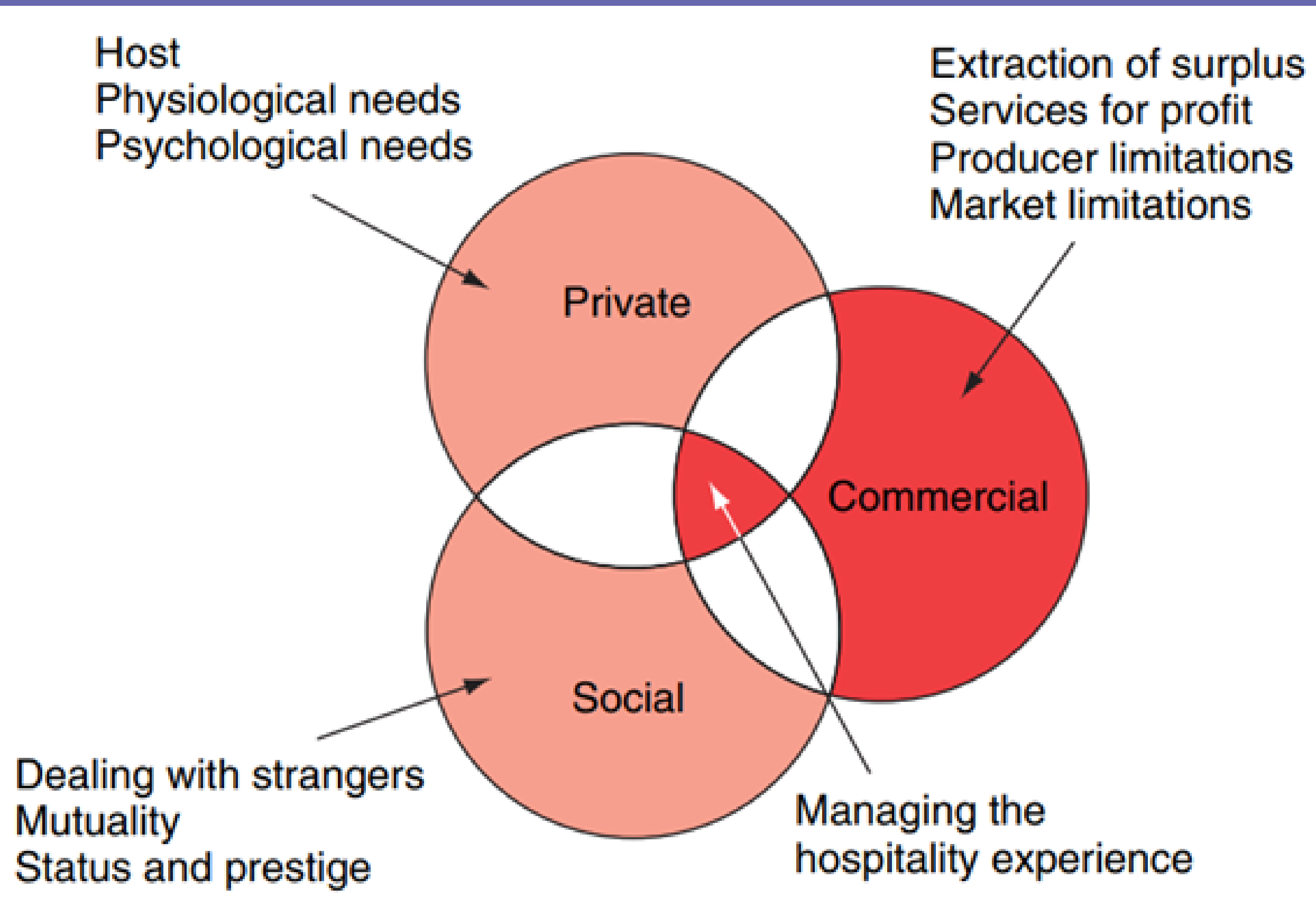
@hugh

WHY IS THAT IMPORTANT?

- Hospitality creates an impression of hosting and hospitableness, which prioritizes guest experiences.
- Hospitality also suggests a commitment to meeting guests' needs as the key focus in these essentially commercial operations and a nobility of purpose beyond the more venal commercial relationship implied in the hotel, the bar, or the restaurant.

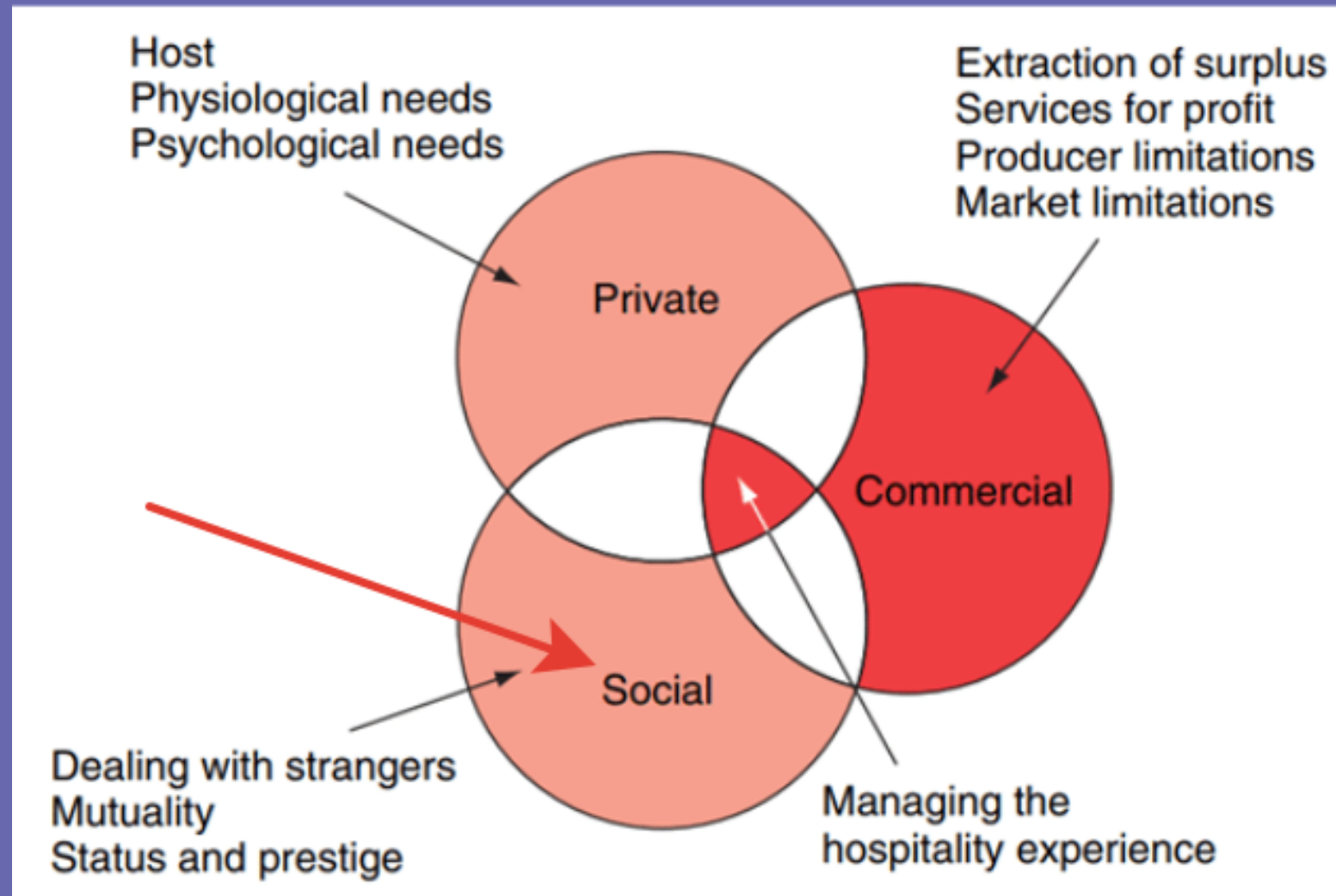


The three domains of hospitality



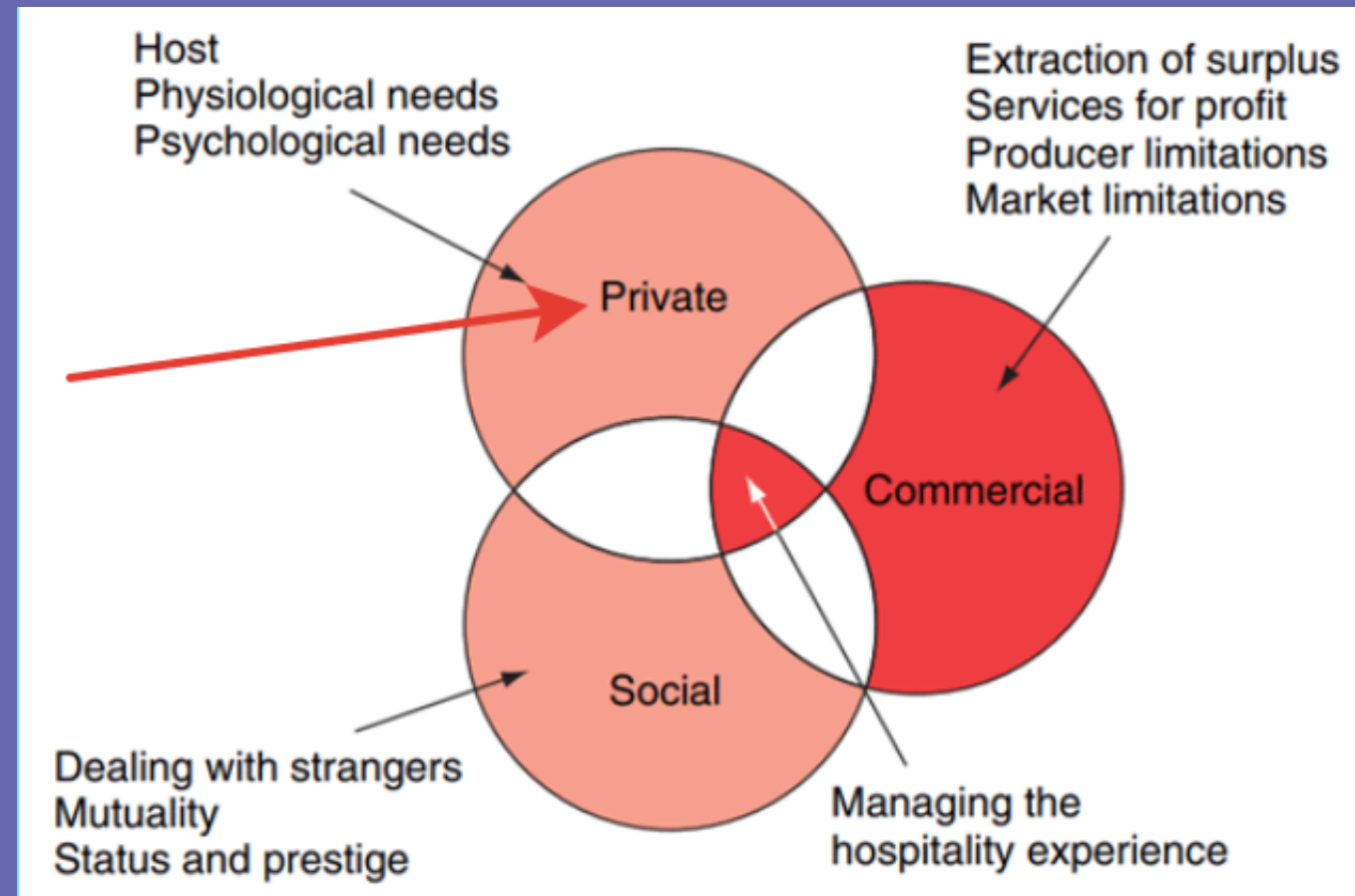
(Lashley, 2000)

The social/cultural domain



Dominant culture-related definition of hospitality across societies is that it involves 'converting strangers into friends' and provides examples spanning continents, religions, and cultures.

The domestic/private domain of hospitality



The private/domestic domain is the key arena for learning the behaviors of being a host and being a guest. Differentiation between hospitality and hospitableness provides an important insight for marketers because it gives an insight into being a good host, which extends beyond culturally shared obligations of hospitality. Being a good host has clear relevance to commercial contexts.

Truly hospitable behavior is motivated by genuine needs to please and care for others.

Include the following:

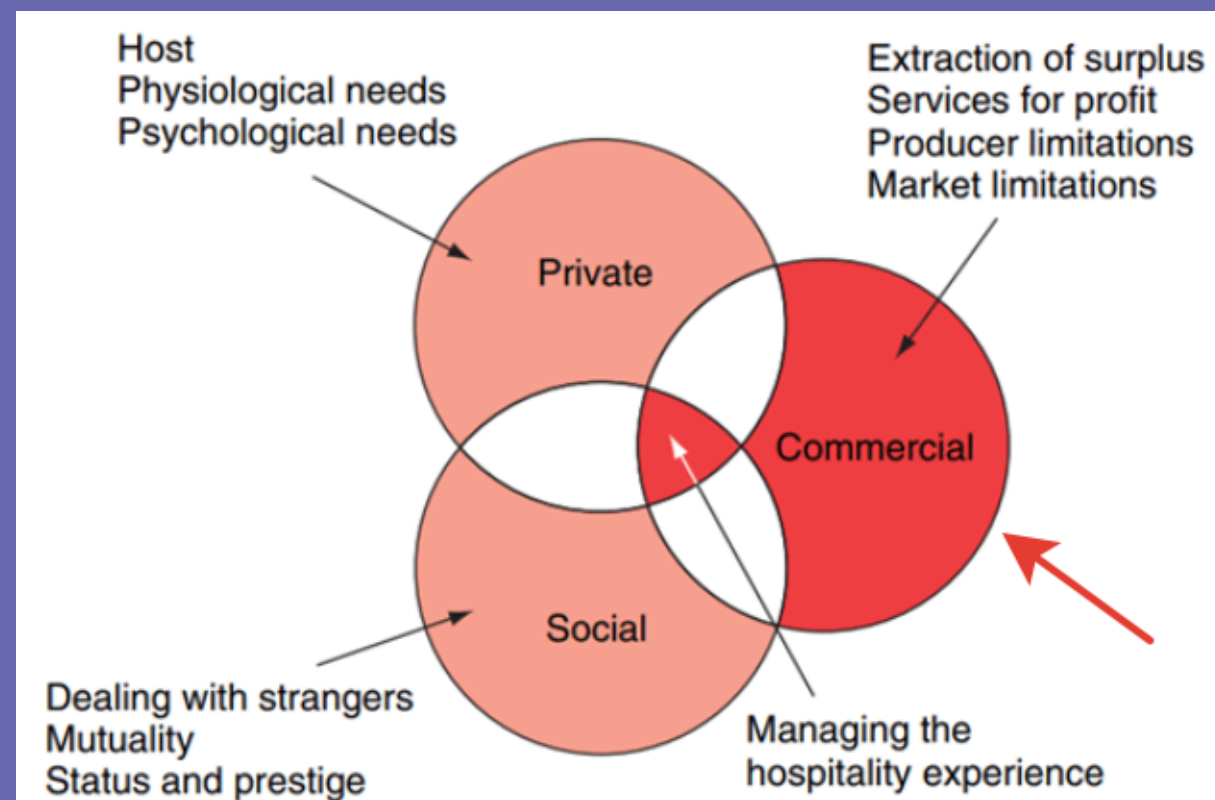
- **the desire to please others, stemming from general friendliness or affection for particular people, concern, or compassion;**
- **the desire to meet another's need;**
- **the desire to entertain one's friends or to help those in trouble;**
- **the desire to have company or to make friends, and the desire for the pleasures of entertaining – what we may call the wish to entertain as a pastime.**

Certainly, the domestic/private domain of hospitality is important for hospitality and tourism marketers because this domain is perceived as being authentic and more genuinely driven by altruist motives, and is a source of learning about host and guest relations, which can be used during communications with guests and with staff.

The commercial domain



One of the key debates that has emerged over the commercial domain of hospitality is the extent to which it is possible to engage these traditional relationships in what is essentially an economic transaction. The motives of hospitableness suggest that commercial hospitality providers have ulterior motives. They deliver hospitality goods and services for profit; the level and extent of the service provided will always be dependent on their ability to turn in a profit.



The emotions of hospitality

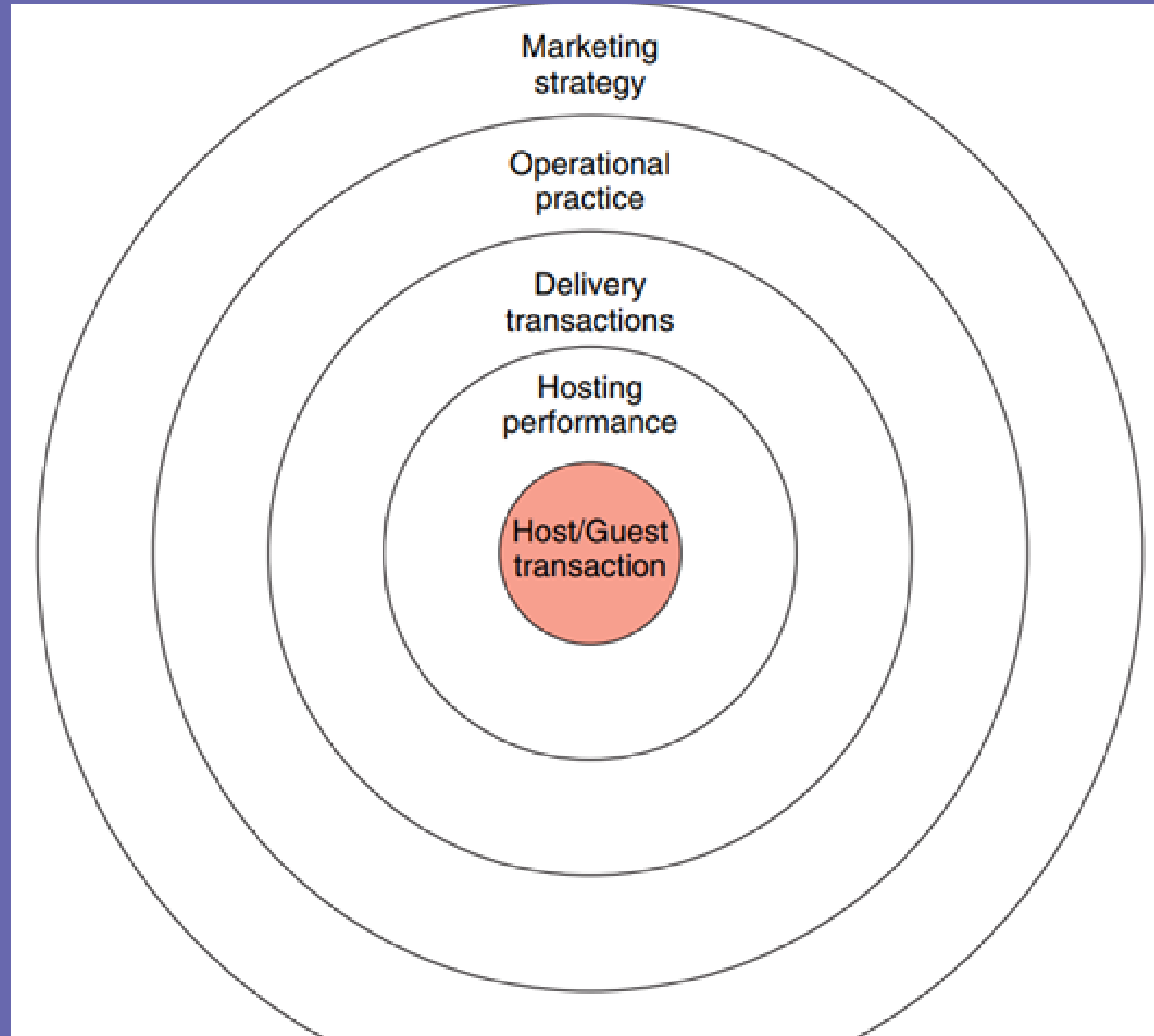


The problem is that many hospitality and tourism operators give priority to tangible aspect of what the customer is offered – the quality of the food, facilities and comforts in the room, the range and quality of the drinks on offer – but fail to see that it is the quality of the guest's emotional experience that really creates long-term customer satisfaction and loyalty

The emotions of hospitality

Customer satisfaction will be generated by the quality of the emotions generated from their experiences with staff performance, the qualities of hospitableness, and fellow diners, and the performance of line management. Long-term customer-loyalty and repeat custom to the venue and resort are dependent on the emotions generated by these elements. Highly satisfied hospitality and tourism visitors are more likely to return or to recommend the establishment to family and friends.

modeling the management of commercial hospitality



Key hosting qualities

A culture of hospitality

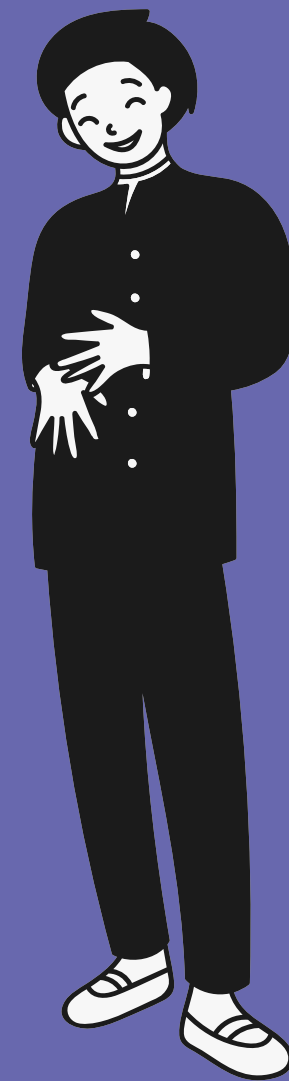
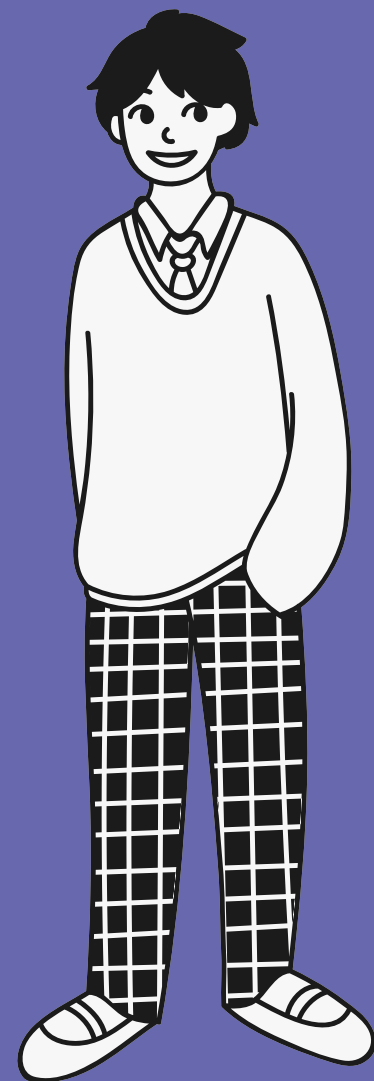
- The stranger is treated as a guest and potential 'friend'
- Guest included into the social context without limits
- Acceptance of all guests as equally valued individuals irrespective of guest characteristics
- No evidence of hostility to guests
- Guest protected and provided with a safe and secure environment
- Host gives gifts – the host welcomes the guest by providing the best gifts possible
- Host expresses compassion for the needs of others

"Enjoy the spirit of our intimate island home, where you arrive a stranger and leave as our cherished friend"

Le Petit Hotel, St. Martin



Stay cool!
Learn at your own pace!





8-910-361-60-81
tklimova@bsu.edu.ru
@boss_klimova