

School of Hospitality

Course Code :BSCH3003

Course Name: Front Office Management

Challenges for Hospitality Marketing



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Service Characteristics: Challenges for Hospitality Marketers & Relevant Suggestions

Service characteristic	Challenge for hospitality marketers	Suggestion
Intangibility	To reduce the feelings of uncertainty in consumers.	'Tangibilize' the intangible – to provide tangible evidence and images to customers to strengthen their confidence about the services before buying. For instance, a restaurant that offers family trips or food trial will provide clues to customers as to what to expect in terms of food and services.
Inseparability	To manage the provider-customer and customer-customer interactions.	Because providers and customers are likely to be part of the service experience, it is important to recruit the right people and to train providers and/or customers to understand the service delivery system. Additionally, providers should also try to manage their customers so that they do not cause dissatisfaction for others. For instance, certain restaurants in the USA targeting at couples or adult buyers have implemented a "no-kids are allowed" policy in their premises.

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Variability	To manage the quality consistency.	Good hiring and training procedures are more likely to increase quality consistency in the hospitality industry. Other options will be to standardize the service-performance process and to monitor the level of customer satisfaction periodically.
Perishability	To manage the demand and supply levels.	<u>To manage the demand level:</u> a) Use differential pricing to shift some demand from peak to off-peak periods. Example: Some hotels promote discount prices for weekdays only to manage their room demands. b) Cultivate non-peak demand. Example: Certain theme parks in Singapore have introduced night-time attractions and activities for this non-peak period. c) Have a reservation system to manage the demand level. Hotels, airlines, and restaurants use reservation systems extensively.

References

- **Hotel Front Office – R. Jatashankar Tewari – Oxford Publication—
Core Textbook, Students & Faculty to follow this book.**
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- Managing front office Operations by Michale L Kasavana (AHLEI - Books)
- Front Office Operations and Management by Ismail Ahmed (Cengage Earning)
- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)



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Name of the Faculty: Jyoti

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