

Hospitality & Tourism
3.04 Key Terms

advertising	The act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.
amenities	Any feature that provides comfort, convenience, or pleasure:
brand loyalty	Positive feelings towards a particular label and dedication to purchase the same product or service repeatedly now and in the future regardless of a competitor's actions or changes in the environment.
branding	The promotion of a particular product or company by means of advertising and distinctive design.
demographics	The statistical data of a population, especially those showing average age, income, education, etc.
destination mix	Consists of attractions, facilities, infrastructure, transportation, and hospitality resources.
geographics	The composition of an area, location.
interactive marketing	Marketing initiatives that are triggered by customers' behaviors and preferences.
niche marketing	An advertising strategy that focuses on a unique target market.
personal selling	Is where businesses use a sales force to sell the product(s) after meeting face-to-face with the customer.
positioning	To promote a product, service, or business within a particular sector of a market.
product service mix	A business which involves both goods and services.
psychographics	The attitudes and tastes of a particular segment of a population.
publicity	Information, articles, or advertisements issued to secure public notice or attention.
sales promotion	The process of persuading a potential customer to buy the product through incentives such as coupons.
service marketing	Focused on selling anything that is not a physical product.
target market	A particular group of consumers at which a product or service is aimed.
unique selling proposition	Real or perceived benefit of a good or service that differentiates it from the competing brands and gives its buyer a logical reason to prefer it over other brands.