

Travel & Tourism

Chapter 10 Outline Designing Products

Vocabulary

Products –

Core Product –

Facilitating Products –

Supporting Products –

Product Mix –

Product Life Cycle –

Customer satisfaction –

Customer Loyalty –

Relationship Marketing -

10.1 Hospitality & Tourism Products

Goods and Services

Nature of Services

Variety of Products

1

2

Product Levels

1.

2.

3.

Product Mix Sample

10.2 Product Planning

Life Cycle of Products

Product Development

Stages

1.

2.

3.

4.

Defining Customer Satisfaction

Customer Loyalty

Relationship Marketing

Chapter 10: Designing Products

1. Examples of goods in the hospitality and tourism industries include _____.

- A) delivering bags to a room, clean towels, and breakfast
- B) a wakeup call in the morning, clean towels, and breakfast
- C) complimentary shampoo, clean towels, and breakfast
- D) none of the above

2. Which is not an example of a service?

- A) a hotel room
- B) a manicure
- C) booking airline reservations
- D) providing information about local areas of interest

3.

What is a facilitating product?

- A) a product that makes life easier
- B) the main product that a customer is buying
- C) a product that aids in the use of a core product
- D) a better product than the one the customer wanted

4.

The total assortment of products that a company makes or sells is called _____.

- A) the marketing mix
- B) the promotional mix
- C) the product mix
- D) none of the above

5.

What is the name for the various stages that a product goes through during its existence?

- A) product development
- B) product mix
- C) product life cycle
- D) none of the above

6.

Which stage of the product life cycle is characterized by customers becoming aware of a product and the company spending millions of dollars on advertising?

- A) introduction
- B) growth
- C) maturity
- D) decline

7. A customer whose expectations are met by a product is a _____.

- A) dissatisfied customer
- B) satisfied customer
- C) dependable
- D) none of the above

8. Which is a way to build customer loyalty?

- A) exceed the customer's expectations
- B) build a relationship with the customer
- C) offer financial benefits for the customer to purchase the product again
- D) all of the above

9. A frequent-flyer program is an example of _____.

- A) financial benefits offered to customers for repeat business
- B) personalization
- C) airline deregulation
- D) none of the above

10. What is the goal of relationship marketing?

- A) to know the names of all the business's customers
- B) to segment a market by age
- C) to create a customer for life
- D) to introduce a new product to the market