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Travel and Tourism

旅游 饭店 服务 市场管理

[澳] Sophie SY Wong, etc

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Services Marketing

(Travel and Tourism)

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About the Author

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Sophie is an Australian Chinese; her home is in Melbourne. She did most of her higher education in England where she obtained her Master of Science in Tourism at the University of Surrey in 1981. She also acquired several professional qualifications

during her stay in England. These include a Post-Graduate Diploma in Advertising Administration, a Diploma in Marketing, and a Diploma in Advertising. She is also a member of several British professional bodies: the Chartered Institute of Marketing; the Communications, Advertising and Marketing Foundation; the British Institute of Management; and a Fellow of the Hong Kong Institute of Marketing.

Sophie's extensive marketing experience was gained from working with leading advertising and market research agencies in England and in Hong Kong since 1970. The more prestigious accounts she has handled include Rank Xerox, Unilever, Coca Cola, Shangri-La Hotel, Nestlé, Gillette, Chase Manhattan Bank, and Citibank.

Apart from working with marketing intermediaries, Sophie has also worked with multinational corporations in product management involving tourist promotion, banking, trading, and manufacturing.

Her teaching career began as a lecturer in marketing at the Graduate School of Management at the Royal Melbourne Institute of Technology in 1985. Then she moved onto the City Polytechnic of Hong Kong as a senior lecturer. In 1991, she joined the Friends of China Foundation and came to Beijing to study Mandarin, and subsequently, she took up employment at the Beijing Institute of Tourism as an associate professor in marketing in 1992.

作者介绍

黄主恩·淑儿是澳大利亚籍华人,家在墨尔本。她大部分的学业是在英国完成的,于1981年获SURREY大学旅游学硕士学位。在逗留英国期间,她还分别获得广告经营学研究生证书及市场管理学和广告学两个科目的专业证书。她是英国多家专业机构的院士,这些机构包括英国皇家市场学院,英国通讯、广告和市场基金会,以及英国管理学院;她还是香港市场管理学院的荣誉院士。

自1970年起,黄主恩·淑儿就职于英国和香港的许多著名的国际广告公司和市场研究机构,积累了广泛的市场管理经验。她承揽的业务对象包括一些国际著名的公司,如施乐,利华,可口可乐,香格里拉饭店,雀巢,吉列,美国大通银行,美国花旗银行等等。

除了以上机构以外,黄主恩·淑儿还曾在一些跨国公司里负责产品经营,涉及到旅游营销,银行业,贸易和制造业等等。

黄主恩·淑儿的教学生涯始于1985年,当时她在墨尔本皇家技术学院管理研究院任讲师。随后她以高级讲师的职务在香港城市理工学院授课。1991年她加入中国之友基金会,来到北京学习汉语。次年她被北京联合大学旅游学院聘为市场学副教授。

Preface

Since the introduction of reform and open-door policy in China during the late 1970s, China's service sector has increased at an average rate of 10.9% per annum. According to the State Planning Commission, the service sector grew by 9.2% in 1992 which is 3.4 percentage points higher than in 1991. Its share of China's gross national product (GNP), the value of goods and services produced, has risen from 20.6% in the early 1980s to 27.7% in 1992. The service sector grew by another 9% in 1993. In 1978, less than 49 million people worked in the service sector, the number had reached 120 million in 1993. This accounts for nearly 19% of China's work force. Despite its rapid growth, the service sector in China is still very small compared to the service sectors of many developed countries. The service sector in each of these countries usually accounts for 70% of the country's GNP. This shows the service sector in China has an enormous potential for growth.

In view of the potential for growth, the Chinese government has decided to give top priority to expand the service sector over the next five years. All departments and regions are being encouraged to raise money in various forms to speed up the growth of the service sector. According to the speeches made by the Chinese leaders, Deng Xiaoping, Li Peng, Wan Li and others, China is going all out to develop tourism and to use it as a key to the development of the service industry. According to the statistics of China's travel industry, in 1992 the total number of overseas and domestic tourists reached 43.2 million and 330 million, respectively. The tourism industry earned US\$3.6 billion in foreign exchange and 25 billion yuan from domestic tourism in 1992. It is quite clear that tourism is an important

source of income and also a provision of employment in many cities in China. It is probably the fastest growing industry within the service sector.

China's service sector is still at the early stage of development. Poor service is a problem in China. This is a problem faced by many executives engaged in a service business. Managers have the tasks of improving their management skills and upgrading the service quality of their business. The future success of the enterprise depends heavily upon the executives responsible for the management of the business, especially those executives who have marketing responsibilities. This reason has prompted the author to publish this book as an introductory text for students studying marketing management in business studies and as a desktop reference for the executives who have management responsibilities in a service business.

Owing to the economic importance of the travel and tourism industry within the service sector, the author has chosen this particular industry to highlight the many aspects that exist in a service business. Examples are drawn from the travel and tourism industry to illustrate the fundamentals and practices in services marketing.

The text is divided into four parts. Part One gives an overview to tourism with an emphasis on its significance to the development of a country. It also gives an introduction to marketing with particular reference to the characteristics of services marketing. Part Two is devoted to the knowledge required to understand the changing environment in which a business operates and how consumers make their decisions in the purchase of products and services. Good marketing starts with a clear understanding of consumer's needs and wants; thus, this section

includes a fairly detailed chapter on marketing research. After reading this chapter, the reader should have the knowledge to conduct a pilot survey independently. Specialization in product-market tends to bring about a higher efficiency in the utilization of the company's resources. Thus, the concepts of market segmentation and target marketing are introduced at the end of Part Two. Part Three deals with decisions in the marketing mix which are essential elements in contributing to the success of a marketing campaign. The four chapters of Part Three include information on the service product, pricing in services, communications and distribution systems. Part Four deals with putting marketing into action. Planning is an inherent part of the management process in a well-managed company. Marketing planning has been used to improve the management of the marketing function. The two chapters on marketing planning and demand forecasting equip the marketer with knowledge to analyze the current situation of the business and to plan ahead for the company. The text gives many local examples as illustrations. This should provide sufficient thoughts and ideas for the Chinese practitioners in the service industry to make the necessary adaptation of concepts originally developed in the western world.

It is a pleasure to acknowledge my indebtedness to the authors and their publishers of the many books and articles which I have consulted when writing this text. Acknowledgements are also extended to those who have commented and evaluated this manuscript: Zhang Guangrui, Director of Department of Tourism Studies at the Institute of Finance and Trade Economics, Orlando Kong, President of the Beijing International Hotel Training Centre, Goh Siong Huat, Deputy Director of the Beijing International Hotel Training Centre.

Last, but not least, I would like to express my special appreciation to my friend, Joyce Stauffer, for her helpful assistance in proofreading the manuscript.

Sophie S Y Wong

中国自七十年代末实行改革开放政策以来,服务行业平均每年以 10.9% 的幅度增长。据国家计委的统计,1992 年服务行业的增长额为 9.2%,比前一年多了 3.4 个百分点。服务行业在中国国民生产总值中所占比例由八十年代的 20.6% 增长到 1992 年的 27.7%。1993 年又增长 9%。1978 年在服务行业就职的人数不足 4900 万,而到 1993 年已经增加到 1 亿 2000 万,占全国总就业人数的将近 19%。虽然有了如此巨大的增长,中国的服务行业与发达国家相比依然是相当薄弱的。一般说来,在一个经济发达国家,服务行业在国民生产总值中要占 70%。也就是说,中国服务行业的发展依然有很大潜力。

正是看到了这一潜力,中国政府决定在今后五年之内优先发展服务行业。政府鼓励各地区各部门利用各种渠道进行集资,来开发服务行业。中国主要领导人邓小平、李鹏、万里等人在讲话中都表示,中国将全力开发旅游业,并以此带动整个第三产业的发展。据统计,1992 年全年国内和海外游客分别达到 3 亿 3000 万和 4320 万人次。旅游业共赚取外汇 36 亿美元,国内旅游收入为 250 亿元人民币。旅游业显然已成为国家的一个重要收入来源,并且在许多城市提供了广泛就业机会。它很可能是服务行业中发展最快的部分。

中国的服务行业还处于其发展阶段的初期。服务质量差在中国是个大问题;服务行业中的许多负责人都需要面对这个问题。经理们需要改进其管理技能,改善服务质量。一个企业的前途在相当大的程度上取决于它的经营管理人员,尤其是市场管理人员的素质。作者出版此书,一方面可以为学习商

业市场管理的学生提供一个概论性的课本,同时也可为服务行业的经营者提供一本实用性参考书。

鉴于旅游和饭店业在服务行业中所占的重要经济地位,作者就以此为出发点来着重展开论述。书中所举的范例虽然取自旅游和饭店业,但其基本原则对于服务行业的其它部门也是普遍适用的。

本书的正文分为四部分。第一部分从总体上论述旅游业,并着重强调了它对国民经济发展的重要性,同时从服务行业的特点出发对市场管理作了概述。第二部分主要是帮助读者了解不断变化的经营环境,以及消费者是如何选择购买各类产品或者服务。要搞好市场管理,首先要对消费者的需求和爱好有明确的认识;所以,该部分专门用一章的篇幅详尽介绍了市场调查。根据这一章所提供的知识,读者可以独立地进行试验性的调查。商品市场的专门化有助于公司更有效地利用其资源;所以作者在第二部分的结尾介绍了市场的专门化和定向市场经营。第三部分讲述为了确保市场营销取得成效,在市场经营过程中需要作出的各种决定。它包括四章,分别论述服务业的产品,服务业的定价,以及通讯和销售系统。本书第四部分讲述市场管理的实践。在一个经营完善的公司里面,策划应贯穿于其经营过程的始终。市场策划直接关系到市场管理的质量。作者用两章来论述市场策划和需求预测,说明市场管理者应当如何分析当前的经营状况,规划今后的发展。文中列举了许多在中国发生的实例,以帮助中国的服务行业经营者把西方的市场管理经验应用到他们的实际工作中去。

在写作过程中,作者参考了许多著作和文章,在此对其作者和出版者一并表示诚挚的感谢。同时我还要感谢曾对我的

书稿提出宝贵意见的诸位同仁：中国社科院财贸经济研究所旅游研究室副主任张广瑞先生，北京国际饭店业培训中心主席江玉明先生，以及北京国际饭店业培训中心副主任吴松发先生。我的朋友司徒欣女士对我的书稿作了认真的校对，在此我也要对她表示由衷的谢意。

黄主恩·淑儿

Contents

Preface

PART ONE MARKETING IN TRAVEL AND TOURISM

- Chapter 1 An Overview of Tourism
- Chapter 2 Impacts of Tourism
- Chapter 3 The Field of Marketing
- Chapter 4 Services Marketing

PART TWO UNDERSTANDING THE MARKETPLACE

- Chapter 5 The Marketing Environment
- Chapter 6 The Practice of Marketing
Research
- Chapter 7 Consumer Behaviour
- Chapter 8 Market Segmentation and
Target Marketing

PART THREE MARKETING MIX DECISIONS

- Chapter 9 The Service Product
- Chapter 10 Pricing Decisions
- Chapter 11 Distribution Systems
- Chapter 12 Communications

PART FOUR MARKETING IN PRACTICE

- Chapter 13 Marketing Planning
- Chapter 14 Measuring and Forecasting
Demand

Bibliography

Chapter 1

An Overview of Tourism

Study objectives:

You should aim to study the following:

1. Various stages in the development of tourism
2. The four major factors that contribute to the growth of tourism
3. The definitions of some key terms in tourism and travel
4. The five major dimensions of tourism

HISTORY AND BACKGROUND

Early travel

People travelling in the early days were governed by three factors — money, time and availability of transportation. These three factors determined the destination of travel. In these days, travelling was not for pleasure, it was more of necessity. People travelled because they had to do business, to make religious pilgrimages, to seek food and shelter, to fight or to escape dangers that were caused by flood, disease and so on.

In ancient times the most common ways of travelling were walking, riding on animals, and using the waterways. Travelling on foot was the simplest and the most economical mode of transportation. For example, the indigenous population in Australia travelled great distances during the course of a year in search of water. They followed rain clouds and hunted for animals. In the same way, the Chinese and the nomads moved from place to place in search for food and water.

Using animals as a means of transport definitely improved the speed of travel. The most commonly used animals were horses, donkeys, camels, elephants, and young bulis. People rode on animals and also used them for carrying baggage.

Routes in the early days were developed for the purpose of facilitating trade. Development of water transport was encouraged by the growth of cities along rivers such as the Nile River in Egypt and the Yangtze River in China.

As empires grew in the western world, travel became necessary between the central government and the outlying territories. Road systems were improved for military purposes. Markers were established to indicate distances, and posts and wells

were developed for safety and nourishment. Travel for both business and pleasure began to flourish. Travel was very much confined to the upper classes. In Europe, the routes were mainly around the Mediterranean basin. The Greeks visited spas, attended festivals and visited Olympia for sporting events. The Romans made trips to Greece and Egypt. Touring was popular, even tour guides were available to show visitors the major sights.

In other parts of the world, travel for pleasure was also well developed, like in China and Japan. Chang Chien, an Imperial officer, travelled to Syria in 138 B.C. with a caravan of one hundred people. His travels were well-recorded. Another great traveller was Emperor Wu in the 10th century. He wrote a detailed account of his travelling experiences.

When the Roman Empire collapsed in the 5th century, the long-established economic and political structures were destroyed. Roads fell into disuse and barbarians invading from the north and east made it unsafe to travel. Travel for pleasure ceased until the 12th century when roads became safe again. There was an increasing number of government officials and traders using the roads. Also, there were large numbers of travellers going on pilgrimages. These pilgrims travelling to the Holy Land were not really travelling for pleasure, they travelled for specific purposes. Some paid homage to a particular site as an atonement for sin. Some travelled to fulfil a promise they made when they were sick. In these travels there were a lot of hardships and difficulties, but these were considered a necessary and fundamental part of their religious experience. In 1388 King Richard II of England required pilgrims to carry permits when they travelled: the fore-runner of today's passport.