

School of Hospitality

Course Code :BSCH3003

Course Name: Front Office Management

The 7 Ps in a marketing Mix (Place, Advertising)



GALGOTIAS
UNIVERSITY

Second P: Place

In the hospitality and tourism industries, one would often hear the expression of “location, location, location” which is critical to the business’s success.

There are many factors to consider when we determine the right location for our hotels, restaurants or theme parks. These factors include, accessibility, traffic pattern, supporting infrastructure, establishments (e.g. hospitals, schools, office buildings, residential and etc.) in the vicinity, demographics and income distribution of the people living in the area.

Moreover, location does not mean that it has to be stationary and permanent. Sometimes, the Place comes to your doorsteps, such are the cases of pizza or KFC delivery.

Advertising

According to the American Marketing Association, it defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor”

Advertising is the communication to target markets that are paid for by hospitality companies. It ranges from television commercials, to radio and Internet advertisements, through print media such as newspapers and magazines, and billboards. The type of advertising that you use to promote your product will depend on your marketing budget.

Some types of advertising, like television commercials are very costly while other types like the company website on the Internet can be relatively cheap.

Advertising can be in the forms of advertisement in newspapers, magazines, billboards, sides of public transports (e.g. aero planes, taxi, buses, ferries), posters, TV commercials, radio, SMS (short message service), web banners, bus stop benches, wall paintings, printed flyers, shopping carts, you name it.

Sales Promotion

As part of the promotional mix, sales promotion is about short-term incentives to encourage the purchase or sales of a product or service.

There are two main kinds of promotional strategy: push promotions and pull promotions.

A push promotional strategy is the company makes use of its sales force to create consumer demand of a product.

On the other hand, pull promotional strategy is that the company needs to spend a lot on advertising to build up consumer demand for its product.

References

- **Hotel Front Office – R. Jatashankar Tewari – Oxford Publication—
Core Textbook, Students & Faculty to follow this book.**
- Hotel Front Office – A Training Manual By Sudhir Andrews – Tata McGraw Hill
- 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)



**GALGOTIAS
UNIVERSITY**

School of Hospitality

Course Code : BSCH3003

Course Name Front Office Management



Name of the Faculty: Jyoti

Program Name: BSChm/BHM