**Characteristics of Hospitality Marketing**



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Characteristics of Services

Intangibility

Inseparability

Variability

Perishability

## Service Characteristics of Hospitality Marketing

| Service characteristic | What it means? | Hospitality example |
|---|---|---|
| Intangibility | •Services cannot be conceptualized or perceived by the five senses before purchase. | • Customers will have no way to evaluate their meals at a restaurant until they have experienced the food and service. |
| Inseparability | • Providers are part of the service experience because providers and customers must be present simultaneously for the transaction to occur.<br>•Customers themselves may be part of the service experience because of their greater involvement in the production process.<br>• The presence of other customers may become part of the service experience. | •The attitude of a flight attendant will influence customers' ratings on their overall experience with the airline.<br>• Customers that use automated check-in and check-out service provided by hotels must understand the system in order to have a satisfactory experience.<br>•The presence of loud customers in a restaurant will influence the experiences of other customers. |

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|---|---|---|
| Variability | • Quality of services is likely to vary (i.e. lack of consistency) because of the provider, location, timing, etc. | •Service quality in a restaurant during peak and non-peak demand periods may vary.<br>• Service quality provided by hotel A in Hong Kong and Singapore may vary. |
| Perishability | •Services are not durable and only last for a short while; they cannot be stocked as inventory for future sales or use. | •An empty seat on a flight cannot be inventoried.<br>•Hotel rooms that are not sold today cannot be saved for tomorrow (i.e. lost revenues for today cannot be recaptured tomorrow). |

# References

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