

## Chapter 13 Outline

Internationalizing the Hotel  
Market Research  
    Guest Analysis  
    Competition Analysis  
    Forecasting Demand  
    Research Sources  
Developing an International Marketing Strategy  
    Corporate Marketing and Sales Efforts  
    Accounting for Cultural Differences  
    Marketing U.S. Hotels to Foreign Visitors  
Understanding Various Travel Distribution Systems  
    Automated Global Distribution Systems  
    Travel Agents and the Hotel Booking Process  
    Working with Travel Agents  
    Common Hotel—Travel Agency Relationship Problems  
    Resolving Relationship Problems  
    Tour Operators  
    Hotel Representation Companies and Consortia  
Segmentation  
    Ways to Segment  
    Branding  
Product Positioning  
Promotional Tools and Techniques  
    Advertising  
    Collateral Materials and Sales Promotions  
    Cooperative Marketing  
    Public Relations  
    Frequent-Guest Programs  
    Property Website  
    Effectiveness of Tools/Techniques  
Personal Selling  
    Travel Trade Shows  
    Travel Missions  
    Familiarization Tours

## Competencies

1. Explain the importance of market research, describe the roles of guest analysis and competition analysis, identify the benefits of a forecast analysis, and list possible sources of research data. (pp. 395–398)
2. Discuss the issues hotels face when developing an international marketing strategy. (pp. 398–400)
3. Describe the U.S. foreign visitor market. (pp. 400–401)
4. Describe how travel distribution systems work and explain automated global distribution systems. (pp. 401–402)
5. Summarize the role of travel agents in the hotel booking process and discuss common hotel–travel agency problems and how they are being addressed. (pp. 402–408)
6. Explain these three parts of the travel distribution system—tour wholesalers, hotel representation companies, and consortia—and how they benefit hotels. (pp. 408–412)
7. Summarize the importance and process of hotel segmentation, and explain the popularity of hotel branding, noting examples of hotel brands and situations in which branding may not work. (pp. 412–416)
8. Define the term *positioning*, and describe positioning’s relationship to a hotel’s overall marketing effort. (pp. 416–417)
9. Identify the promotional tools and techniques that hotel marketers use and the international concerns associated with each one. (pp. 417–426)
10. Differentiate between personal selling in international hotels and domestic hotels, and identify three types of international sales opportunities. (pp. 426–431)