Hospitality and Tourism

Study Guide

Mr. Orr

What are the four C’s of hospitality and tourism?

How do the four C’s relate to the four P’s?

What are Channels of Distribution?

What are Travel Intermediaries?

Give an Example of

* Travel agents
* Travel websites
* Metasearch engines/Fare aggregators
* Online travel agents

What is Search Engine Optimization (SEO)?

What is Title Optimization?

What is Meta Tags Optimization?

What are HTML Tags?

Why is Keyword Optimization important?

What will people will search for first and second when planning a trip

How effective is community based marketing?

Why should destinations narrow their focus?

What are 10 Tips for Marketing a Small Town?

Three killers of branding efforts within community based marketing?

What is demographic segmentation?

What is geographic segmentation?

What is behavioristic segmentation?

What is psychographic segmentation?