

Hospitality and Tourism Cluster

Chapter 1: Marketing Introduction

- Read [Customer Wants and Needs](#)
- Read [Marketing Mix](#) (Memorize the 4 P's)
- Read [Promotional Mix](#)
- Read [Market Segmentation](#) and [Positioning](#)

Chapter 2: Hospitality Industry - Part 1

- Read [Three Categories of the Hospitality Industry](#)
- Read [Uncontrollable Variables in the Hospitality Industry](#)
- Read [Customer Satisfaction in the Hotel Industry](#)
- Watch [TEDx: A Culture of Care](#)

Chapter 3: Hospitality Industry - Part 2

- Read [Management Theories & Practices](#) and [Training and Development](#)
- Read [Confidentiality in the Hotel Industry](#) and [Customer Tracking Ethics](#)
- Read: [The Economist: Life is Suite](#)
- Watch: [TEDx: Hostsmanship](#)
- Optional reading: [Overbooking](#)
- Key concepts: What are the unique challenges and opportunities faced by companies in the hospitality industry?

Chapter 4: Customer Service

- Read [The Importance of Customer Service](#)
- Watch [4 Ways to Elevate the Customer Experience](#)
- Watch [Essentials to Great Customer Service](#)
- Read [Examples of Great Customer Service](#)
- Read [Humanizing Your Brand on Social Media](#)
- Key concepts:
 - Why is customer service so important to the success of a business organization?
 - How can a company maintain positive relationships with its customers?
 - How can companies take advantage of social media to provide a positive customer experience?