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MARKETING SERVICES THE HOTEL AND RESTURANT²

Abstract

In recent decades, the service sector is gaining in importance. In a good part of the developed world, its growth takes place very rapidly, and in some countries 60% to 70% of gross national income (GNI) in the services sectors, so that it far exceeds the percentage of industrial or agricultural production. At the same time, customers are increasingly demanding, expecting more value and profits of the services they purchase. In their relations with service companies are trying to gain greater influence on decision-making. Specifically, users are looking for a new relationship based on a new marketing, which is known as relationship marketing. His clear and characteristic feature is the creation and maintenance of long-term mutually beneficial relationships with a defined group of users. Accordingly aim of this paper is to discuss the role of marketing services in the hotel and restaurant through the prism of marketing concept that is tailored to the service sector. The research results show it is necessary to develop a marketing approach that is suited to current trends in the hotel and restaurant, which also provides a significant marketing information base on incentive and restrictive factors of the development of the service sector, which can contribute to the optimization of business decision-making.

Key words: marketing, hotels, restaurants, services, marketing relations.

JEL Classification: M31, L80, L83

МАРКЕТИНГ УСЛУГА У ХОТЕЛИЈЕРСТВУ И РЕСТОРАТЕРСТВУ

Апстракт

Последњих деценија услужни сектор добија све више на значају. У добром делу развијеног света, његов раст се одвија веома брзо, а у неким земљама 60% до 70% бруто националног дохотка (БНД) отпада на сектор услуга, тако да он далеко превазилази проценат индустријске или пољопривредне производње. Истовремено, корисници су све захтевнији очекујући већу вред-

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ност и добит од услуга које купују. У својим односима са услужним фирмама настоје да остваре што већи утицај на одлучивање. Наиме, корисници траже нове односе базиране на новом маркетингу, који је познат као маркетинг односа. Његова јасна и карактеристична особина јесте креирање и одржавање дугорочних обострано корисних односа са дефинисаном групом корисника. Сходно томе циљ рада је да се сагледа улога маркетинга услуга у хотелијерству и ресторатерству кроз призму маркетинг концепта који је прилагођен услужном сектору. Резултати истраживања показују да је неопходно разрадити маркетинг приступ који је примерен актуелним трендовима у хотелијерству и ресторатерству, који истовремено пружа значајну маркетиншку информациону основу о подстицајним и ограничавајућим факторима развоја услужног сектора, што може допринети оптимизацији пословног одлучивања.

Кључне речи: *маркетинг, хотелијерство, ресторатерство, услуге, маркетинг односа.*

Introduction

Although in recent years there has been a huge increase in interest in the service sector, the academic literature is not always understood its value. First, economists are paying little attention to the services, considering them completely unproductive. Adam Smith, who wrote in the mid-eighteenth century, separating the production which has tangible results - such as agriculture and industry - and the production for which there is no material result. The latter included the work of mediators, doctors, lawyers and the armed forces, which he described “non-productive” (Smith, 1998). This attitude towards services remained dominant until the second part of the 19th century, the emergence of Alfred Marshall who argued that the person providing the service is a productive as well as the person producing tangible product. Indeed, Marshall realized that material products would not exist or would be futile, that there were a number of services that are provided for the purpose of their production or delivery to users. According to Marshall, a representative who distributes agricultural product, plays an equally important task and a farmer - without providing intermediary services and transport agricultural products from areas where there is a surplus would not be of any use (Marshall, 1997). Today, the service sector, despite some beliefs still unproductive and relatively inferior sector, considerable attention is paid to its direct and indirect economic consequences.

In the development literature on marketing services there has been disagreement about the extent to which services should be regarded as a special area of research within marketing. On the one hand, some have argued that the service contains many important elements that are common goods, which makes it unnecessary marketing services as a separate discipline.

On the other hand, many have pointed to the limitations of traditional marketing principles when these are applied to marketing services. It was stressed that there are differences between the goods and services, which means that the marketing techniques

applied to products cannot easily be used for marketing services. Basic indicators of catering trade show growth of turnover index from 110.6 in 2012 to 122.4 in 2015 (Table 1) which is an indicator of market potential for the use of certain techniques of marketing services.

Table 1. Basic indicators of catering trade, 2012-2015

	2012	2013	2014	2015
Turnover, thous. RSD	60,841,400	64,685,091	65,104,515	67,318,055
Beds	113,385	107,256	102,940	106,102
Turnover, thous. RSD ¹	55,032,101	55,249,090	55,166,002	56,198,655
Indices, 2010 = 100				
Turnover	110.6	117.6	118.4	122.4
Beds	94.9	89.8	86.2	88.8
Turnover ¹	100.1	100.4	100.3	102.2

¹ At 2010 prices.

Source: *Tourism and Catering trade, Statistical Yearbook of the Republic of Serbia 2016, Statistical Office of the Republic of Serbia, p. 358.*

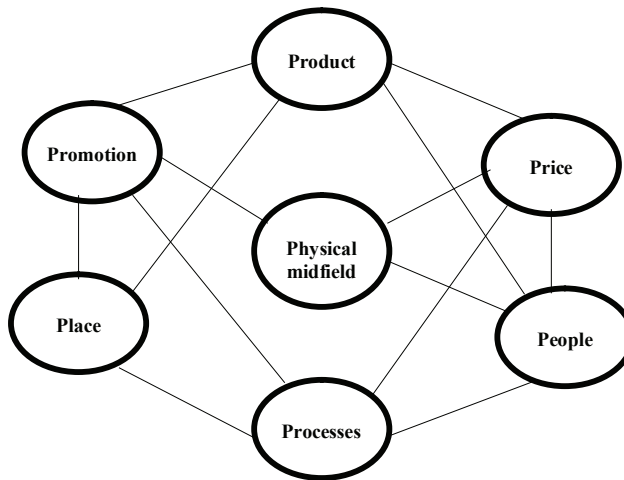
In reality, marketing services engaged in refining the basic philosophy of marketing, in order to enable them to be operational and efficient in the services sector. The services have a number of characteristics that are significantly different from the characteristics of the goods and have an impact on the manner in which the goods are introduced into the market. These characteristics are often described as intangibility, inseparability, variability, mortality, and lack of ownership. Accordingly, the management and marketing activities should adapt to the specifics of the service sector (Cvijanovic, Mihailovic, Vukotic, 2016).

Seven “P” of marketing

“Beg of product marketing” requires additional interest for research services. Traditional marketing and management theory does not provide adequate techniques for the proper characterization services. This critique was later accepted among academics and practitioners. The traditional marketing mix that promotes the marketing of products consists of four well-known “P”: product (product), price (price), the place (placement), promotion (promotion). The principle of the marketing mix has been criticized because it is not comprehensive because it does not take into account the needs of the user administration. Accordingly, created a list of seven “P” is added to the initial elements: people (participants), the physical environment and processes (Figure 1). The first “P” - product, refers to a service and satisfaction that is provides. The second “P” - the price of service is to compensation that is received in the form of monetary compensation, while the third element of the city, or location (offices, restaurants, etc.), Where there is an exchange. The fourth element relates to the promotion. The last three elements are added to take into account the service dimension of the continuum of services to products (Cvijanovic, Mihailovic, 2010). Unsurprisingly, the researchers latter three “P” call service elements. Delivery of services is characterized by processes. They represent

the functional characteristics of services relating to how services are delivered. On the other hand, the product is a technical service quality and refers to what is delivered. The need for this extension is the result of a high level of direct contact between the company and the customer, as well as the fact that the process of providing services to a large extent visible, due to the simultaneous production and use. The principle of the extended marketing mix (with the traditional marketing mix) refers to the division of the service offers a number of component parts and their arrangement in the area that can be controlled when making strategic decisions in the hotels and restaurant.

Figure 1. Elements of the marketing mix for services - “7P”



Prices indices of catering services (*Table 2*) show a certain price stability in the Republic of Serbia in 2016. Namely, prices indices of catering services are among the changes in the general level of prices of services in restaurants objects. The index measures price changes in time, where for both periods being compared is use structure of turnover in catering facilities in the base period. Reporting units are hotels, restaurants and self-service restaurants. List of objects has been defined at the beginning year does not change during the year and includes all categories of hotels and restaurants. Recording is performed monthly periodicals, from 20 to 23 in a month (Prices indices of catering services in the Republic of Serbia, 2016).

Table 2. Prices indices of catering services in the Republic of Serbia, December 2016

	XII 2016 Ø 2015	XII 2016 XI 2016	XII 2016 XII 2015	Ø 2016 Ø 2015
Republic of Serbia				
Total	99,4	99,1	99,6	99,8
Food	101,8	100,1	101,1	100,7
Hot and cold hors d'oeuvres	100,5	100,1	100,2	100,4
Entrees	102,4	100,1	101,4	101,2

Roast and cooked to order	101,6	100,1	101,1	100,5
Stews	99,9	100,5	99,6	99,6
Salads	103,3	100,1	102,2	101,4
Bread	101,3	100,0	99,9	100,7
Sweet stuff	103,4	100,0	102,2	101,9
Alcoholic drinks	102,8	100,2	101,6	101,8
Non-alcoholic drinks	100,3	100,1	100,1	100,2
Accommodation	87,5	93,1	92,0	94,4
Vojvodina				
Total	102,1	100,2	100,7	101,6
Food	102,6	100,3	101,0	102,0
Alcoholic drinks	103,2	100,0	102,1	102,1
Non-alcoholic drinks	100,9	100,0	100,3	100,7
Accommodation	99,2	100,0	97,4	100,0

Source: Prices indices of catering services in the Republic of Serbia, December 2016, Report CN51, Number 005 - LXVII, Statistical Office of the Republic of Serbia, 10.01.2017.

Manage services for hotels and restaurants involved in supply chain management between sales and customers. The goal of management services is to optimize service procurement chains, which are typically more complex than those in typical supply chains of the final product. Most of the service supply chain must meet the inconsistent and uncertain demand, educating more detailed information and product flows. Furthermore, all processes must be coordinated among the many service locations, with a large number of parts and at multiple levels in the supply chain. Among typical manufacturers, after-sales services, which include maintenance, repair and replacement parts - make up less than 20% of revenue, but among the most innovative companies in the services - the same activities generate more than 50% of the profits.

To develop and maintain customer loyalty in a competitive environment, hotels and restaurants now realize the need to improve services and service management. The main drivers for the design and optimization of service management are: reducing the cost of merging the chain of procurement of services and products; service parts inventory levels can be reduced, and therefore can reduce the total cost of inventory; higher income from services; reducing the cost of service parts obsolescence better anticipation; a higher degree of customer satisfaction; lower costs.

The principles and characteristics of services marketing

There are many definitions of what constitutes a service. Contemporary definitions of services focused on the fact that the service itself does not provide any material product, although it may be a means for the production of a material product. Contemporary definition given by Kotler, Armstrong, Saunders i Wong: The service is an activity or profit that one party can offer to another which is essentially intangible and does not result in ownership of something. Its output may or may not be associated with a physical product (Kotler et al., 1999).

“Economist” offers one of the simpler definitions when describing services as “everything you cannot fall at the feet” (<http://www.economist.com>). Bearing in mind all the above definitions, we can say that services are essentially intangible producing profits, either by themselves or as part of the material of the product, which runs through some form of exchange and the need to meet the target. This definition recognizes that the majority of the product is essentially a combination of goods and services. In some cases, the service element will be the main element of services (consultancy work), while in other cases the provider easily support the provision of material goods (for example, a loan service that goes along with the sale of a new car).

In the development literature on marketing services there has been disagreement about the extent to which services should be regarded as a special area of research in marketing. On the one hand, some have argued that the service contains many important elements that are common goods, which makes it unnecessary marketing services as a separate discipline. That is why Levitt remarked that “there is something like a service economy, but only of the economy in which the service component is higher or lower than those of other economies” (Levitt, 1981). On the other hand, many have pointed to the limitations of traditional marketing principles when these are applied to marketing services. Rathmell (1966), Shostack (1977) Grönroos (1978), Berry (1980) and Lovelock (1981) were among the first critics who claimed that there are differences between the goods and services, which mean that the marketing techniques applied to products not can be easily used for marketing services. In reality, marketing services engaged in refining the basic philosophy of marketing in order to enable it to be operational and efficient in the services sector. Many of these principles will be similar to those associated with the marketing of goods and can be applied to services with relatively small changes. In some cases, it must open a new area of marketing thought. Services have a number of different characteristics that separate them from the goods and have an impact on the way we are introduced to the market. These characteristics are often described as intangibility, inseparability (production site of the place of consumption), variability, mortality, and lack of ownership.

Intangibility, The service is a work of performance art or effort, not an object, device or thing (Berry, 1980). The pure service cannot be estimated physical senses; it is an abstraction that cannot be directly investigated before buying. Potential buyer of most goods can explore the edge and sees her physical appearance, aesthetic phenomenon, taste, smell, etc. Accordingly, it is necessary to provide information about the quality of service. For example, the company McDonald does this by controlling the physical environment of their restaurants and used the golden arches as a sign of its brand.

Indivisibility, Production and consumption of material goods are two separate activities. Companies usually produce goods in one location and then transported to another city, where the majority of users want to buy it. In this way manufacturing companies can achieve higher production centralized organization and checking quality. The manufacturer also can make the goods at the time when it is appropriate, then that presents a user in another time, that would be the appropriate user. Therefore it is said that the production and consumption of separate processes. On the other hand, the consumption of services is inseparable from the production. The consumer has to come into the service capacity of the service provider or they will have to come with consumers (Ljubojevic, 2001).

Variability, in services, the variability affects the users, not only in terms of outcomes, but also in terms of the production process. In this second count variable character of the service can be a much bigger problem, in comparison with the goods. As the user usually involved in the production of services at a time when it is consumed, it will be difficult to do the monitoring and quality control, to ensure consistent standards.

The passing rate, Services differ from goods among other things, in that it cannot be stored. Car manufacturer cannot sell all of its production in the current period may keep inventories that will sell in the future. The only significant costs are the costs of storage, the financial cost and the possibility of loss due to obsolescence. By contrast, producer services, which cannot sell everything that is produced in the current period does not have any way available to achieve sales in the forthcoming period.

The absence of ownership, this feature of the services associated with the characteristics of immateriality and impermanence. When purchasing goods, customers usually become owners of the product and can then work with them whatever they want (even they do not have to take advantage of the intended use). On the other hand, when the service is provided, there is no transfer of ownership from the seller to the buyer. The customer pays only entitled to process services.

Understanding customer expectations

The total number of overnight stays in the Republic of Serbia in 2015 amounted to 6,651,852 (*Table 3*), with the largest share of the: hotels (47.4%), spa cures (8.6%), garni hotels (6.8%) and overnight stays (6.7%). At the same time, the spatial distribution of overnight stays is as follows: spas (1,854,582), mountain resorts (1,661,487), other tourists' resorts (1,130,209), other resorts (221,990).

Table 3. Tourists' nights by type of tourist resorts and accommodation establishments, 2015

	Total	Of which			
		Spas	Mountain resorts	Other tourists' resorts	Other resorts
TOTAL	6,651,852	1,854,582	1,661,487	1,130,209	221,990
Hotels	3,150,931	525,489	745,847	599,481	103,906
Motels	26,744	975	1,831	16,174	7,764
Apartments	122,814	3164	81,585	7,505	398
Tourist settlements	40,831	0	21,033	8,876	766
Boarding houses	26,482	3,724	22,758	0	0
Overnight stays	448,186	66,423	97,827	189,698	53,144
Inns	60,694	11,981	3,542	35,309	9,544
Garni hotels	449,381	34,196	3,522	108,070	3,486
Apart hotels	155,473	24,970	124,224	0	0
Spa cures	568,744	565,951	0	2,793	0
Climatic cures	214,917	108,665	106,252	0	0
Mountain shelters and huts	26,022	0	25,971	51	0
Workers' resorts	81,050	21,480	58,316	1,254	0
Youth and children's resorts	363,853	24,616	317,735	11,876	9,626

Hostels	186,937	138	18,660	35,002	0
Camp sites	27,910	0	1,792	20,671	0
Camping grounds	19,020	369	184	468	1,535
Private rooms	310,687	163,094	25,447	64,595	24,111
Private houses	331,090	297,825	1,180	25,830	4,433
Rural Tourist household	4,910	791	400	1,876	1,843
Dining and sleeping cars	24,972	0	0	0	0
Hunting lodges and cottages	238	70	0	0	168
Other	9,966	661	3,381	680	1,266

Source: *Tourism and Catering trade, Statistical Yearbook of the Republic of Serbia 2016, Statistical Office of the Republic of Serbia, p. 354.*

Analysis of accommodation facilities by types of tourist resorts and facilities in 2015 (Table 4) hat the largest number of rooms offered are: hotels (15,728), Private rooms (7,473) and Overnight stays (3,745)

Table 4. Accommodation facilities by types of tourist resorts and facilities, 2015, As of 31 August

	Total	Of which			
		Spas	Mountain resorts	Other tourists' resorts	Other resorts
		Rooms			
TOTAL	45,396	11,588	7,455	11,314	4,055
Hotels	15,728	2,296	2,768	3932	869
Motels	347	10	17	219	101
Apartments	927	28	714	95	4
Tourist settlements	231	0	105	48	20
Boarding houses	73	16	57	0	0
Overnight stays	3,745	445	711	1,648	584
Inns	563	94	46	286	118
Garni hotels	2,257	195	37	757	36
Apart hotels	517	60	418	0	0
Spa cures	1,979	1,899	0	80	0
Climatic cures	812	357	455	0	0
Mountain shelters and huts	165	0	164	1	0
Workers' resorts	394	124	250	20	0
Youth and children's resorts	1,023	75	714	181	53
Hostels	2,001	6	119	590	0
Camp sites	1,771	0	172	1,572	0
Camping grounds	3,087	300	80	20	937
Private rooms	7,473	4,524	363	1,313	1,142
Private houses	1,738	1,029	173	419	107
Rural Tourist household	383	98	92	141	52
Dining and sleeping cars	73	0	0	0	0
Hunting lodges and cottages	29	5	0	0	24
Other	80	27	0	0	8

Source: *Tourism and Catering trade, Statistical Yearbook of the Republic of Serbia 2016, Statistical Office of the Republic of Serbia, p. 355.*

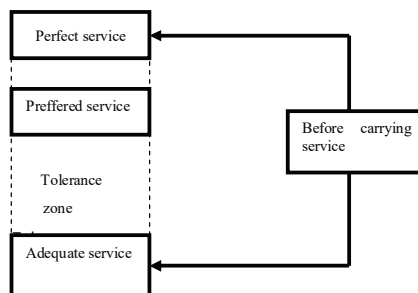
In modern business conditions, human resources are treated as the most important factor of growth and development of hotel and each company (Blagojevic, Redzic,

2009). Namely, understanding customer expectations is a prerequisite to provide quality services to hotels and restaurants. The scope of their expectations can be displayed in five dimensions of services, each of which is equally important (Danciu, 2007):

- Reliability. Customers expect that service firms can provide the desired service accurately and consistently, which refers to keeping promises in the provision of services and safeguarding reputation;
- Appearance. Physical appearance, looks like the equipment or employees, is one of the factors by which customers evaluate the service company. Material things influence the perception of quality of service by providing direct signal on the nature and quality of the service itself, and indirectly, by offering its physical aspects in the provision of services. Users expect that all these aspects are in line with the promise to have a certain level of quality.
- Readiness. Users appreciate the desire of companies to provide services quickly and efficiently, as well as the responsibility, which means that it will inform customers about the characteristics of the service before, during and after purchase service.
- Trust. This dimension of the service is the result of knowledge, courtesy, professionalism of staff, and formulations ability to achieve trust among users.
- Sensibility. Users want to be a service company understands. Therefore, they expect attention and communicate at a level that can be understood by the people who will listen to them.

Because services are characterized by heterogeneity, consumers learn to expect variation in the delivery of services from one location to another, and even from the same provider for a time period (Ljubojevic, 2001). In fact, consumers who accept this variation develop a zone of tolerance, which refers to the difference between the desired and appropriate services provided. Consequently, the user expectations in relation to services, there are two levels: the desired and adequate (Danciu, 2007). The desired level of service is a service for which the user hopes to get it, and the appropriate level of services that the user considers acceptable. It is partly based on an estimate of the user of what the service will be, that is, of “planned services” users. By separating the desired service from the corresponding service receives the tolerance zone, as shown in Figure 2.

Figure 2. Model of consumer expectations



Source: Zethaml, A.V., Berru, L.L. and A. Parasumaran (1993): “The nature and determinants of customer expectations of services”, *Journal of Academy of Marketing Science*, Vol. 21 (Winter), pp. 1-12.

Tolerance zone expands and contracts like an accordion, following these two levels of service. It can vary from user to user and from one situation to another with the same user. How do users consider the substance of the reliability of service and have higher expectations for this aspect, it seems to be the least willing to lower the threshold of expectations this aspect.

Therefore, the tolerance zone service reliability over time is likely to be smaller, a desired and appropriate levels of services likely to be higher. User expectations for acceptable service are influenced by the specific conditions and circumstances, and are therefore more volatile than expectations about the service. The most important factors that are subject to reasonable expectations of users of the service are a number of possible alternative services and emergency services. If users feel that they have other options to obtain the required services, then their zone of tolerance is less than when they do not have other options. The urgency of services temporarily raises the level of appropriate services and thus restricting the zone of tolerance.

For several decades there is a belief that marketing service companies brings with it additional challenges for marketing managers. These challenges arise from the unique characteristics of services (Jobber, Fahy, 2006). In practice it may be difficult to distinguish services from goods, because every time a product is purchased, there is a chance that there is a service element involved. Similarly, the service is often complemented by the material product. In this way, the car can be considered before the goods rather than services, yet cars are usually sold with a number of elements of intangible services, such as guarantees or financial incentives. On the other hand, the seemingly intangible service, such as passenger arrangements, contains the material elements - the use of airplanes, hotel rooms and buses for transportation, for example. In between is a wide range of products that are a combination of material goods (food, physical environment) and intangible services (preparation and delivery of food, reservation services, etc.).

Consequently, rather than the existence of the service sector as a homogenous group activity, it is better to talk about the level of service orientation (Hamović, Mihailovic, Simonovic, 2010). All production activities can be placed on the scale somewhere between pure service (without any material product) and clean goods (without any intangible services). In practice, most of the products it locates somewhere between these two extremes and there is a combination of goods and services. Many products have a material, as well as services, not being able to pre full control spending. For example, usually is not possible to assess the quality of wine in the supermarket when done shopping. Experts in marketing services have learned a lot from the marketing activities of the productive sector and vice versa. Consequently, in formulating business strategies need to take into account the specifics of maximum business environment is changing and turbulent (Mihailović, 2007).

Shostack (1977). Tried to analyze the elements of services in terms of the molecular model components related products and services. Applying this principle, the offer of air transport is an essential intangible - and this is a service of transport. However, the whole package service offer comprises the material elements, such as airplanes, as well as the intangible elements, such as the frequency of flights, their reliability and quality of service. When many of these intangible elements divided into its constituent parts, they also contain substantive elements so that transport services also include tangible items, such as food and beverages.

Conclusion

The service sector has become the dominant power of many national economies. It seems that there is a close link between the level of economic development and the strength of the service sector, although it was not established whether the strong service sector leads to economic development or only its consequence.

Attraction and retention are the main goals in the profession of management relations and marketing in the hotel and restaurant. Retaining existing customers is the primary goal of relationship marketing. To achieve this goal, the service company must be prepared to timely notice and take notice of people who decide to no longer use the services of the company, and then to analyze their actions and plan future activities on the basis of available information and knowledge. In other words, the management of relationships with service users must pay attention to the specific causes that lead to the fact that some people “leave” the company.

Managers are expected to ensure that the entire organization realizes the importance of customer retention. The introduction of incentives, planning and proper financing of business activities, it is necessary to encourage employees to minimize mistakes. More importantly, managers must use mistakes as a tool for continuous improvement in the quality of services provided to users.

Previously, the company sought to find and provide that value, which is seen as a “product”. In relationship marketing, the user helps utility companies to provide certain set of values that the user wants, and since the company is expected to plan and adapt their business processes, communication, technology and employees achieving values that the user wants. Relationship marketing recognizes that this is the right value for the user over a long period of time, where, in the process of identifying these values, tends to be more all come together and firmly connect with users.

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