



# Marketing for Hospitality and Tourism

By James C. Makens

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## Marketing for Hospitality and Tourism By James C. Makens

This hospitality marketing book is comprehensive and innovative, managerial and practical, state-of-the-art and real-world. Easy-to-read and user-friendly, it provides examples and applications that illustrate the major decisions hospitality marketing managers face in their efforts to balance objectives and resources against needs and opportunities in today's global marketplace. An abundance of real-world examples and cases and experiential and internet exercises give users extraordinary insight into marketing situations they will actually encounter on the job. Real-world in focus, topics reflect the authors' rich combination of both teaching and international consulting experience in the hospitality and travel industries. *PART 1: Understanding the Hospitality and Tourism Marketing Process*—Introduces the concept of hospitality marketing and its importance. *PART 2: Developing Hospitality and Tourism Marketing Opportunities and Strategies*—Explains the role of consumer behavior and how it affects the marketing environment. *PART 3: Developing the Hospitality and Tourism Mix*—Identifies and explains strategies for promoting products and the various distribution channels. *PART 4: Managing Hospitality and Tourism Marketing*—Highlights the latest trends in electronic marketing, destination marketing, and planning for the future. For those with careers in hospitality, hotel, restaurant or tourism customer service or marketing.

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### Editorial Review

#### From the Publisher

This new book builds upon the practical, managerial approach to marketing that is a trademark of Philip Kotler's renowned textbooks. Designed specifically with the hospitality and travel student in mind, it provides practical examples and applications that illustrate the major decisions marketing managers face in their efforts to balance objectives and resources against needs and opportunities in today's global marketplace. The authors bring a rich combination of both teaching and international consulting in the hospitality and travel industries to Kotler's proven framework of marketing principles.

#### From the Back Cover

9E-8, 0-13-080795-8, Kotler, Phil, *Marketing for Hospitality and Tourism*, Covers important principles and concepts that are supported by research and evidence from economics, the behavioral sciences, and modern management theory, and applies them through countless examples of situations in which real-life well-known and little-known companies assess and solve their marketing problems. The book covers: Service Characteristics of Hospitality And Tourism Marketing; The Role of Marketing in Strategic Planning; The Marketing Environment; Marketing Information Systems And Marketing Research; Consumer Markets and Consumer Buying Behavior; Organizational Buyer Behavior of Group Market; Market Segmentation, Targeting, and Positioning; Designing and Managing Products; Internal Marketing; Building Customer Satisfaction through Quality; Pricing Products: Pricing Considerations, Approaches, and Strategy; Distribution Channels; Promoting Products: Communication and Promotion Policy; Promoting Products: Advertising, Direct Marketing, and Sales Promotion; Promoting Products: Public Relations; Professional Sales; Destination Marketing; and Next Year's Marketing Plan. For anyone involved in Hospitality and Tourism Marketing.

#### About the Author

**Philip Kotler** is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at M.LT., both in economics. Dr. Kotler is author of *Marketing Management: Analysis, Planning, Implementation, and Control* (Prentice Hall), now in its tenth edition and the most widely used marketing textbook in graduate schools of business. He has authored several other successful books, and he has written over ninety articles for leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. Dr. Kotler's numerous major honors include the Paul D. Converse Award given by the American Marketing Association to honor "outstanding contributions to science in marketing" and the Stuart Henderson Britt Award as Marketer of the Year. He was named the first recipient of two major awards: the Distinguished Marketing Educator of the Year Award given by the American Marketing Association and the Philip Kotler Award for Excellence in Health Care Marketing presented by the Academy for Health Care Services Marketing. He has also received the Charles Coolidge Parlin Award, which each year honors an outstanding leader in the field of marketing. Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences (TIMS) and a director of the American Marketing Association. He has consulted with many major U.S. and foreign companies on marketing strategy.

**John Bowen** is Professor and Director of Graduate Studies in the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas. John has received wide recognition for his teaching and research in the area of hospitality marketing, marketing strategy, and services marketing. He has won

awards for both his teaching and research. John has presented marketing courses and seminars in Asia, Australia, Central America, South America, and Europe and has published over eighty articles on marketing. John is the editor of UNLV *Gaming Research and Review Journal*, a regional editor for the Americas of *The International Journal of Contemporary Hospitality Management*, and the North American Research Director for Worldwide Hospitality and Tourist Trends (WHATT). John has managed hospitality businesses at both the unit and corporate level. He currently consults with hospitality businesses on customer loyalty, database marketing, and marketing strategy. John's formal education includes a B.S. in Hotel Administration from Cornell University, an MBA and M.S. from Corpus Christi State University, and a Ph.D. in marketing from Texas A&M University. John is a Fellow of HCIMA.

**James C. Makens** is actively involved with the travel industry. He has conducted executive training for the Sheraton Corporation, Regent International Hotels, The Taiwan Hotel Association, and Travelodge of Australia. He has also conducted marketing seminars for tourism ministries or travel associations in Australia, New Zealand, Canada, Indonesia, Singapore, Malaysia, and many nations of Latin America. Jim serves as a consultant and has written marketing plans for travel industry companies and tourism promotion boards. Other books he has authored or coauthored include *The Travel Industry* and *Hotel Sales and Marketing Planbook*. His professional articles have appeared in *The Cornell Hotel and Restaurant Administration Quarterly*, *The Journal of Travel Research*, *The Journal of Marketing*, *The Journal of Marketing Research*, and *The Journal of Applied Psychology*. Dr. Makens earned an M.S., M.B.A., and Ph.D. from Michigan State University. He holds a B.S. from Colorado State University. He served as Associate Dean in the School of Travel Industry Management of the University of Hawaii. He was also an Associate Dean of INCAE, an affiliate of Harvard Business School in Central America. He is a faculty member of The Babcock Graduate School of Management at Wake Forest University.

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**Brenda Moulton:**

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