

Hospitality Marketing

An introduction

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Preface

Most readers of this textbook will be university undergraduate or college students studying hospitality and/or tourism marketing for the first time. Our main objective in writing the book has been to provide you with an easy-to-read text, which presents a review of modern marketing theory in the context of marketing the hospitality industry. Examples from the industry are provided to illustrate real-life practice and give you a better understanding of hospitality marketing.

The book has the following special features:

- A unique structure, which divides marketing activities into before, during and after the customers' experience of the hospitality encounter. This helps you to understand what has to be done to attract customers, provide them with an experience that meets their expectations, and motivate them to return.
- Fifteen chapters, one for each of the key elements you need to understand about marketing.
- Each chapter contains learning activities, which include Internet searches of relevant company websites and visits to hospitality units as a customer to collect information – you will then need to analyze and evaluate your findings.
- Its own website (<http://books.elsevier.com/companions/0750652454>), which contains a student section with further information, case studies and hospitality contact details. For tutors, there is a separate section, which provides additional teaching materials.

Structure

The structure of the book is divided into the following sections:

- *Part A: Introduction.* A single chapter, which introduces the key concepts of marketing in the hospitality industry, including market demand, the marketing concept, the special characteristics of service industries, the PESTE environment and the hospitality marketing mix.
- *Part B: Pre-encounter marketing.* This part of the text consists of eight chapters and discusses all the marketing activities which companies have to carry out to attract customers to experience the hospitality offer. Chapters include marketing research; understanding and segmenting customers; competitive strategies; developing, locating, pricing, distributing and communicating the offer.
- *Part C: Encounter marketing.* This section comprises three chapters, which are concerned with managing the customer experience, while consuming the hospitality offer. They include managing the physical environment, managing the service process and managing customer contact employees.
- *Part D: Post-encounter marketing.* These two chapters discuss post-encounter marketing and explain the importance of customer satisfaction and developing mutually beneficial relationships with key customers.
- *Part E: The marketing plan.* The final chapter builds on the previous chapters, and explains how to write a marketing plan for a hospitality business.

Learning features

Each chapter contains the following features to aid understanding:

- *Chapter Objectives:* Each chapter begins with bullet points highlighting the main features and learning to be covered in the proceeding chapter.
- *Activities:* Short practical activities located at appropriate 'break' points throughout the chapter, which enable the reader to assess their understanding and marketing experience.
- *Headlines:* Highlights, appearing in blue type, throughout the chapter, which bring important points to the attention of the reader.
- *Marketing Insights:* Marketing anecdotes and observations to contextualize learning.
- *Case Studies:* International companies and scenarios are used to illustrate how the theories work in real world situations.
- *Conclusion:* Condenses the main themes of the chapter enabling the reader to check learning and understanding.
- *Review Questions:* Appear at the end of each chapter allowing readers to test their knowledge, understanding and to put the theory into practice.

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