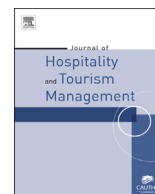




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## Book Review

**Marketing for tourism, hospitality & events: A global & digital approach, S. Hudson, L. Hudson. Sage Publications, London (2017). 370 pp, ISBN: 978-1-47392-663-9**

The title of this new book suggests that it has two main aims with regard to its coverage. First, it aims to broaden its content by covering marketing applications in the tourism sector with cases from hospitality and events. Such an emphasis on the subsectors in the title seems to be a recent practice, as there are several other new publications highlighting hospitality and events as their subjects of investigation as opposed to earlier tourism publications often including only “tourism” in their titles. Second, it aims to provide a global approach with a focus on digital marketing applications. The lack of a global approach is often criticised with reference to the existing literature, as most books on the topic pertain to the cases from the Western world, making it difficult to apply the lessons learned in different destination settings. A digital approach, meantime, relates to the growing importance of digital marketing, suggesting the book’s contemporaneity. In line with this, the book itself uses numerous online sources enhancing its use as a teaching material. In their collaborative work, the authors merge their academic and practical experiences in an attempt to fulfil all these aims with up-to-date information and unique cases from across the world.

One of the important contributions of the book is, therefore, that each of its twelve chapters contain several cases. Each chapter starts with the series of cases called “*Lessons from a marketing guru*”, enabling readers to understand the real-life experiences and achievements of tourism experts and practitioners. Examples to these cases include: the leader of a yoga and meditation centre in India; the owner of a ski resort in Canada; an event planner and marketer from the UK; the founder of a travel agent specialised in cruise tours in Russia, and; the founder of a hotel group in Portugal. Each chapter also embraces the series of cases called “*Digital spotlight*”. In these cases, the authors present the links between chapter concepts and digital applications. The use of social media at events and hotels, the adoption of technology in museums, and the online distribution of hotels are examples to such cases. Finally, the chapters conclude with another series of cases called “*Marketing in Action*”, which offer further insight into chapter concepts through the portrayal of various marketing scenarios, such as introducing a new branding campaign for Myanmar, launching a new festival in Ghana and, marketing Brazil through movies and TV series.

Consisting of 12 chapters, the book starts with an introductory chapter on tourism marketing. In this chapter, the authors provide a general overview on the definition and importance of marketing in international tourism, key players in international tourism, and micro and macro environment factors affecting the sector. The second chapter focuses on the demand side of the sector, and looks into tourist typologies, the factors influencing consumer behaviour

and decision-making, and contemporary trends shaping international tourism markets. The authors devoted the third chapter to digital marketing. This chapter evaluates the impact of technology on marketing communications, the use of social media in marketing and the challenges in the use of digital marketing.

The book continues with the fourth chapter describing the process of a systematic marketing plan. In this chapter, readers are offered with information on essential concepts such as portfolio analysis, competitor analysis, segmentation analysis, forecasting and positioning. The following chapter starts with the characteristics of tourism and hospitality products followed by product planning, product development, branding and the management of servicescape. The role of events in destination marketing is also highlighted. Chapter 6 is on pricing decisions and strategies, and evokes the characteristics of the sector affecting the pricing policies of tourism establishments. Similarly, Chapter 7 discusses the distribution network specific to tourism, and outlines the formation of tourism alliances and collaborations between suppliers and intermediaries. The involvement of consumers in distribution process through technology-based networking systems in the sharing economy is also discussed.

The book continues with two chapters on promotion tools in tourism. The first one of these chapters initially defines the concepts such as communication process, integrated marketing communications and promotion strategies before delving into the processes and types of advertising and sales promotions. The following second chapter on promotion tools is on public relations (PR) and personal selling. In this chapter, the techniques and the measurement of PR efforts, the roles and objectives of personal selling and, sales process and management are discussed from the perspectives of the tourism sector.

The first of the remaining three chapters investigates services. In the tenth chapter, service-product chain, service culture, service recovery, and the role of consumers in service delivery and marketing are illustrated with theoretical backgrounds and case studies. While Chapter 11 focuses on marketing research with subheadings including research process, research methodology and research errors, the final chapter of the book discusses ethics in tourism marketing and discusses various issues such as ethical consumerism, responsible marketing and cause-related marketing.

To conclude, the book proves to be a new resource on tourism marketing with its comprehensive and up-to-date coverage. Its structure combining theoretical and practical information makes it a valuable textbook embracing a number of international case studies. The authors’ attempts to highlight the application of marketing principles and strategies for the establishments operating in different subsectors and to indicate the importance of digital marketing in today’s global markets, are found to be the foremost features distinguishing the book from its counterparts. As with other textbooks in tourism, it contains some fundamental and

introductory information on tourism and marketing, which may be repetitive for tourism higher education students and practitioners. Readers are recommended to use the book for understanding the multi-faceted nature of tourism and its marketing, and should refer to other resources for further reading and research.

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10 February 2018  
Available online 23 March 2018