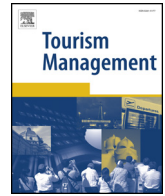




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Book Review

Marketing for Tourism, Hospitality and Events: A Global Digital Approach, S. Hudson, L. Hudson. SAGE Publications, London (2017). 370 pp., (Pbk.), £37.29, ISBN: 978-1473926646

In this book, Simon and Louise Hudson offer-up a refreshed and expanded (now incorporating events) “edition” of Hudson's (2008) offering. I say edition in quotations as this is in fact a new 1st edition book, although those familiar with Simon Hudson's earlier work will note familiar chapter titles and content.

Marketing for Tourism, Hospitality and Events is primarily aimed at students and marketing professionals and as such is focussed on covering the key principles of the topic in a way that is clear and engaging. While the focus of the book understandably is not on furthering conceptual development of the field it does engage with predominantly academic sources including contemporary ones to give a robust underpinning. In addition, the book makes extensive use of case studies throughout – each chapter starts with an interview with a “marketing guru” and ends with a specific case study. This is where the book draws upon Louise's strengths as a travel journalist and helps draw in their target audience with real life inspiration and examples. In-between these there is also a “digital spotlight” case study. Rather than just one chapter specific to digital marketing (see Chapter 3), the digital narrative is predominant throughout the text, helping to ensure the book lives up to its iPad front cover statement-of-intent.

Key areas that one would expect are all covered while forgoing more specialised aspects found only in the most exhaustive of marketing textbooks. A closing chapter on marketing ethics was a nice alternative to the usual looking to the future offering. One chapter notably removed but present in Hudson (2008) is the one on destination marketing but this is a sensible choice given entire books have been devoted to this very particular application of marketing. For those teaching on destination-specific modules, this book is still useful albeit as a supplementary source and for additional citation of key terminology. Otherwise, Morgan, Pritchard, and Pride (2011), Morrison (2018) and Pike (2016) remain key go-to texts for destination marketing. While events are in the title this remains predominantly a tourism and hospitality-driven text with some of the case studies acting as festival and event representation. The outgoing destination marketing chapter was perhaps a missed opportunity to allow for a more nuanced exploration of marketing in an event-specific context although the book does an admirable effort of ensuring more than sufficient coverage to earn its place in the title. For those seeking an event-specific text, then Reic (2016) and Rinallo (2018) are two more recent contributions worth considering. However, given the overlapping areas of interest between the subject areas and in wider educational and industry practice,

integration in a single text is welcome.

In terms of aiding teaching, the case studies always come with three discussion questions at the end making for a ready-to-go class activity. In addition, there are usually three reflective questions at the end of each chapter. A particular strength is the varied nature of the questions which not only test understanding of given knowledge within the chapter but also encourage additional exploration of themes raised beyond the confines of the text. While effective there is still room for this teaching-aid aspect to be expanded and a preferably end-of-chapter glossary for key terms could also be included for reference and indeed further reinforcement of ideas discussed in the text. Each chapter ends with references rather than at the end of the book which should help encourage students to engage with additional reading based on the chapter's theme.

While Kotler, Bowen and Makens (2016) no doubt will continue their near biennial juggernaut helping to ensure lecturers always have at least one core textbook that is “current”, Hudson's offering is a refreshing alternative/addition with an accessible form factor - a lean yet comprehensive 370 pages that is inviting for both lecturer, student and practitioner. In the longer term, it would be good to see an updated edition every five years given the ever changing nature of the digital economy of which marketing is now so heavily tied into. To sum-up, the book succeeds in its stated goal of a student and practitioner-focused text with strong use of case studies and a global focus. It also succeeds in delivering a digitally-embedded understanding of marketing in the closely related areas of tourism, hospitality and events. From a teaching perspective, this book is suitable for both undergraduate and post-graduate modules predominantly on tourism and hospitality programmes but also where these modules may have events students in attendance. In such contexts, this book would be more than worthy on an essential reading list and/or as a core text book.

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