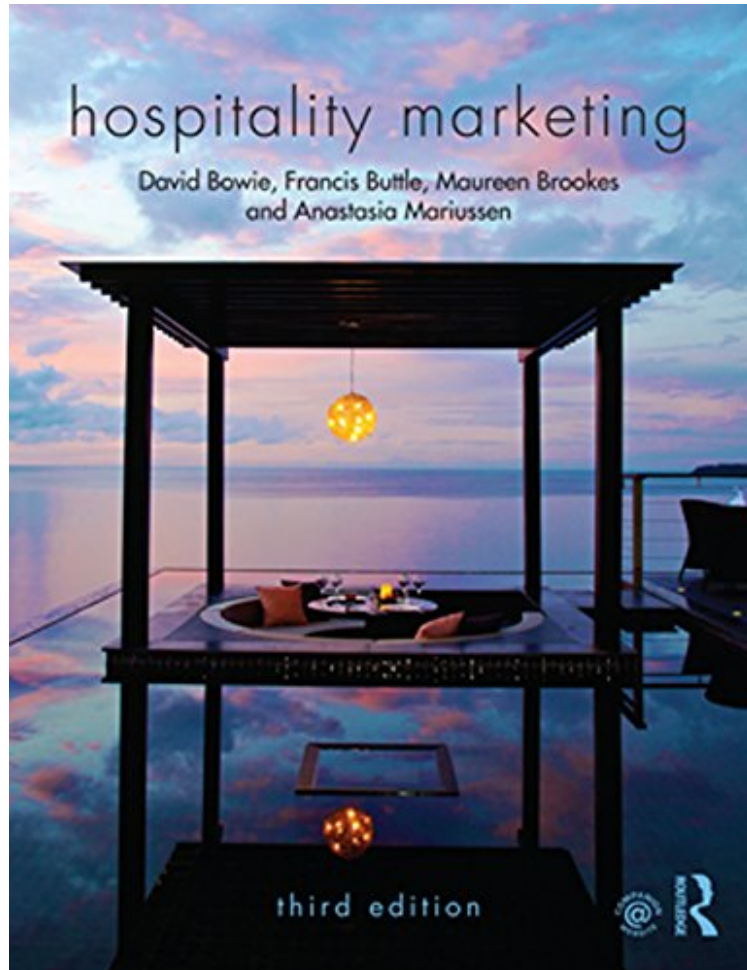


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Hospitality Marketing

*David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen
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This introductory textbook shows you how to apply the principles of marketing within the hospitality industry. Written specifically for students taking marketing modules within a hospitality course, it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. It emphasizes topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality, using a variety of tools including a wide range of internet

learning activities. This 3rd Edition has been updated to include: Coverage of hot topics such as use of technology and social media, power of the consumer and effect on decision making, innovations in product design and packaging, ethical marketing and sustainability marketing Updated online resources including: power point slides, test bank of questions, web links and additional case studies New and updated international case studies looking at a broad range of hospitality settings such as restaurants, cafes and hotels New discussion questions to consolidate student learning at the end of each chapter.

"David Bowie, Francis Buttle, Maureen Brookes and Anastasia Mariussen have delivered a hospitality marketing book that satisfies my 3Cs: it is complete, current, and comprehensive. The book has everything you need to know about the subject, it has lots of current examples and data, and it covers each topic very thoroughly. The book is well organized, contains several great 'case studies, and many thoughtful and useful reflection questions.'" - Dr. Chekitan S. Dev is a professor of marketing and branding at Cornell University's School of Hotel Administration and the author of *Hospitality Branding* (Cornell University Press, 2012). "Consumers are driving change in the hospitality industry and the structure of this book around the customer journey – pre-encounter, encounter and post-encounter – reflects this transformation and the marketing mix decisions to be made at the different stages of travel. In this updated version of the book, which incorporates further development of contemporary topics such as sustainability, digital marketing and innovative product design, the authors have really established this as the leading text for use in the teaching, learning and assessment of hospitality marketing. The inclusion of wide-ranging international case studies means that my students will really appreciate this book!" - Professor Angela Roper is Chair and Director of the International Centre for Hotel and Resort Management at the University of West London. About the Author David Bowie is a Senior Lecturer in Marketing at the Oxford School of Hospitality Management at Oxford Brookes University, UK. David has taught Hospitality and Tourism Marketing at the undergraduate, master's and doctoral level. His main research interest is branding. David has over 30 years of practical hospitality management experience. Francis Buttle is an honorary professor of Marketing and Customer Relationship Management, and author of more than 125 peer-reviewed papers and 11 books. Buttle has taught Customer Relationship Management in universities on three different continents, and was appointed to a sponsored chair at Manchester Business School in the UK. He currently lives and operates a customer management consulting company in Sydney, Australia. Maureen Brookes is a Reader in Marketing and a Teaching Fellow within the Oxford School of Hospitality Management at Oxford Brookes University, UK. She is currently President (elect) for ICHRIE, the largest global professional association of hospitality and tourism educators, researchers and industry members, former President of EuroCHRIE, CHME Honorary Fellow and Professional Panel member for the Institute of Hospitality. Her research and publications are on franchising and plural organizations, covering diverse topics such as partner selection, entrepreneurship, relational development and knowledge transfer. Anastasia Mariussen is an account manager and strategist at Google, working with large Norwegian companies. After studying for her PhD at the Oxford School of Hospitality Management, UK, she held a position of Associate Professor at the Oslo School of Management, Norway, and participated in a number of international projects as a consultant or board member. Anastasia's interests involve digital and multichannel marketing, affiliate networking, mobile marketing, online distribution, employment of ITC and social media in hospitality and tourism businesses, attribution modelling and online marketing performance measurement.