Hospitality Marketing Management, 5th Edition

Description: The ticket to successful marketing campaigns for the hospitality trade

While the essentials of marketing are applicable everywhere, marketing for hospitality carries its own unique demands and circumstances. Moreover, the hospitality and tourism industry has developed and matured in recent years: today’s hospitality marketer needs to be equally as concerned with service and Internet optimization as with traditional marketing techniques.

Reid and Bojanic’s Hospitality Marketing Management—now in its Fifth Edition—is a comprehensive resource that explores the foundations of marketing in the hospitality industry and its unique themes, including:
- The roles of service and customer satisfaction in hospitality
- Specific ways to achieve guest satisfaction through an understanding of consumer behavior, market segmentation, and positioning
- Developing a marketing plan
- Strategies for promotion and advertising
- Pricing strategy

This new Fifth Edition also reflects recent trends and changes in the hospitality and tourism industry with new or expanded coverage of topics such as:
- International marketing in a global economy
- Tourism and destination marketing
- Taking advantage of Internet marketing opportunities

With a practical focus on the application of marketing in the industry, Hospitality Marketing Management, Fifth Edition delivers all the tools readers need to successfully execute marketing campaigns for a hospitality business, no matter their specialty.

Contents:

Preface.
Acknowledgments.

PART ONE: INTRODUCTION TO HOSPITALITY MARKETING.

Chapter 1 The Functions of Marketing.
Introduction to Marketing.
The Marketing Mix.
The Marketing Environment.
The Marketing Management Cycle.
Marketing within the Organization.
Case Study: Location, Location, Location?

Chapter 2 Introduction to Hospitality Services Marketing.
Introduction to Services Marketing.
Service Quality.
Customer Satisfaction.
Service Trends Affecting the Hospitality and Tourism Industry.
Case Study: Service Quality at the Excelsior Hotel.
Case Study: Service Quality at Express Airlines.

PART TWO: UNDERSTANDING AND TARGETING HOSPITALITY CONSUMERS.
Chapter 3 Understanding the Behavior of Hospitality Consumers.
Introduction to Hospitality Consumer Behavior.
Factors that Influence Consumer Behavior.
Consumer Decision-Making Model.
Consumer Problem-Solving Processes.
Consumer Problem-Solving Techniques.
Organizational Buyer Behavior.
Case Study: Tempura Garden.

Chapter 4 Market Segmentation and Positioning.
Introduction to Market Segmentation.
Segmentation Variables.
Market Segmentation Decisions.
Market Segmentation Strategies.
Positioning the Product–Service Mix.
Case Study: Segmenting and Positioning in the Cruise Industry.

PART THREE: MARKETING PLANNING AND INFORMATION.
Chapter 5 Developing a Marketing Plan.
Introduction.
The Marketing Planning Process.
Sales Forecasting.
Case Study: Planning at the Westwind Resort.

Chapter 6 Information Systems for Marketing Decisions.
Introduction.
Sources of Marketing Information.
The Marketing Research Process.
Ethical Issues in Marketing Research.
Case Study: Bel Air Motel.
Appendix: Data Collection and Sampling.
PART FOUR: PRODUCT–SERVICE MIX AND DISTRIBUTION STRATEGIES.

Chapter 7 Developing New Products and Services.

Introduction.

Planning for New Products.

Organizing for New Product Planning.


Identifying Products and Services.

Case Study: Product Development Dilemma at Rocco’s.

Case Study: Ben’s Internship Interview.

Chapter 8 Managing Products and Services.

Introduction.

Product Life Cycle.

Applying the Product Life Cycle.

Other Product Concepts.

Managing in the Service Environment.

Case Study: Starbucks Coffee.

Chapter 9 Marketing Channels.

Introduction.

Channel Strategy.

Franchising.

Case Study: The Wing Shack.

Chapter 10 Electronic Commerce.

Introduction.

Management Issues Related to Electronic Commerce.

Electronic Marketing Strategies and Tactics.

Case Study: Electronic Commerce Strategy at Malone Golf Club.


Digital Case Study: Orbitz.

PART FIVE: PROMOTIONS STRATEGY.

Chapter 11 Promotion and Advertising.

Introduction.
Managing the Promotional Mix.
Advertising Management.
Planning and Evaluating Advertising Campaigns.
Effects of Advertising.
Case Study: The Glen Pub.
Case Study: Mr. C’s Sandwich Shoppes.
Chapter 12 Advertising and Media Planning.
Introduction.
Print Media.
Broadcast Media.
Direct Mail.
Support Media.
Case Study: Advertising Decisions for the Alexandria Inn.
Chapter 13 Sales Promotions, Merchandising, and Public Relations.
Introduction.
Sales Promotions.
Merchandising.
Public Relations.
Case Study: Princess Suites.
Chapter 14 Personal Selling.
Introduction.
Selling to Group Markets.
The Personal Selling Process.
Personal Selling Tools.
Ethical Issues in Personal Selling.
Case Study: Atlantis Resort.
PART SIX: PRICING STRATEGY AND DESTINATION MARKETING.
Chapter 15 Pricing Strategy.
Introduction.
Factors that Affect Pricing Decisions.
Broad Pricing Strategies.
Pricing Techniques and Procedures.
Segmented Pricing.
Revenue Management.
Pricing Law and Ethics.
Case Study: The Pasta Shack.
Chapter 16 Destination Marketing.
Introduction.
Destination Product Development.
Destination Marketing Communications.
Destination Research.
Case Study: Paradise Valley CVB.
Glossary.
Index.


Order by Fax - using the form below

Order by Post - print the order form below and sent to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Hospitality Marketing Management, 5th Edition
Web Address: http://www.researchandmarkets.com/reports/705556/
Office Code: OC8HQPLLOUWWW

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy: EURO €116.00 + Euro €25.00 Shipping/Handling</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card:  ☐ American Express
☐ Diners Club
☐ Master Card
☐ Visa

Cardholder's Name ________________________________

Cardholder's Signature ________________________________

Expire Date _______ / _______

Card Number _____________________________

CVV Number __________

Issue Date _______ / _______
(for Diners Club only)

☐ Pay by check:  Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer:  Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp