



BOOK REVIEW

Marketing of Hospitality and Tourism Services by Prasanna Kumar,
McGraw Hill Education (India) Private Limited, (2016; Pages: 349)

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The tourism and hospitality industry has been evolving globally as the most attractive service sector, uncovering unlimited potentialities. The endless avenues have been fragmented into countless tiny streets, creating various professions and other miscellaneous livings and broadening this service sector's scope. Since the delivery of a hospitality service is composed of a higher portion of emotional aspects and more toward subjective decision-making, professionals in the hospitality sector require a sound knowledge of every sharp/sensitive corner of the tourism and hospitality sector. We can praise this book because we felt the necessity of a simple book that anyone can read and understand without too much technical jargon.

"Marketing of Hospitality and Tourism Services" by Prasanna Kumar is a comprehensive guide that delves into the intricate marketing world within the hospitality and tourism industry. As someone interested in this field, the book is a valuable resource, offering insights and strategies to benefit beginners and veteran professionals. This book is well-streamlined and organized into 15 uncomplicated chapters. The internal order of the chapters is very similar, from the meaning and definition of the particular concept and relevant content to practice questions. The reviewers applied the academic approach used by De Silva et al. (2023), De Silva and Hettiarachchi (2023), Gamage (2021), Iddagoda and Dewasiri (2021), Peiris et al. (2020), and Dewasiri and Samarasinghe (2019) in reviewing this valuable masterpiece.

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REVIEW

The book "Marketing of Hospitality and Tourism Services," authored by Prasanna Kumar, comprehensively examines the diverse facets of marketing within the hospitality and tourist sector. This book encompasses essential marketing principles, service industry expansion, marketing tactics, and many other topics. The book offers unique insights that cater to both novices and experts in the sector, rendering it a valuable resource for comprehending the intricacies of this multifaceted industry.

Chapter 1: Chapter 1 of the book is the most straightforward beginning for a book. It introduces fundamental but essential concepts in the marketing purview, which an apprentice should know before moving forward along the long journey of the marketing world and entering the service continent. An artless introduction to the words market, marketing, and selling and the differentiation between those terms have been given clearly and precisely.

Chapter 2: Introduction to Hospitality Services Marketing is the second chapter, detailed in straightforward sentences as the initial step to understanding services marketing. The chapter includes an introduction and growth of the service sector, characteristics of hospitality marketing and its importance, quality controls (Six Sigma) in hotels, the future of hospitality marketing, and managing customer experience.

Chapter 3: Chapter 3 provides exact notes on components of the marketing mix for products and services. The 4Ps of the marketing mix, the 7Ps of the marketing mix, and the extended marketing mix for hospitality marketing have been described in a straightforward format.

Chapter 4: The inclusion of Chapter 4 elaborates on the product/service mix. Components of hospitality product, what hospitality customer seeks, levels of service delivery, product strategies, product life cycle, product/service planning

and innovation, and new product/service development process were detailed focus of the chapter.

Chapter 5: Chapter 5 presents particulars about the price component of the marketing mix. A description of the meaning of price, hospitality pricing objectives, factors influencing service pricing, methods and strategies of pricing in hospitality services, hotel and restaurant pricing, and revenue management have been included in this chapter in a manner that users can grasp quickly.

Chapter 6: An explanation of the promotion mix is the content of Chapter 6, which provides detailed notes on each promotional tool in the combination. The chapter has laid down the objectives of promotion, introduction of marketing communication, setting the promotional mix with various communication tools, and comparing communication tools descriptively. An elementary description of each promotional technique can be the highlight of this chapter.

Chapter 7: This chapter has been devoted to detailing the relevant concepts and aspects of the distribution of a service. Place mix of a service is entirely different from a place mix of a tangible product. This differentiation has been framed in this section. The particulars given on place mix in this chapter are various place strategies, different distribution channels, the role of agents and brokers in the distribution, the use of electronic and online media in services, and integrated marketing service.

Chapter 8: The author outlined Chapter 8 with rich content relevant to the people mix in service marketing, as people are a crucial component in the service marketing domain. Thus, the author emphasized internal marketing, the role of recruitment and selection in the hospitality industry, how customers can be treated as an element of the people mix, and the link between service quality and marketing.

Chapter 9: A proper process is critical to deliver a high-quality service to the

customer in the hospitality industry. Once paid, a service can't be called back, and inferior quality service can harm the firm's prestige within a second. The concepts and guidelines mentioned in Chapter 9 are supportive and can be utilized to avoid such issues. Those are procedures to manage the perceived service quality, value chain analysis to deliver a high-quality service, developing a service blueprint before providing services, and setting those as standard operating procedures (SOPs).

Chapter 10: Chapter 10 discusses the physical evidence in the services marketing mix. It emphasizes the necessity of having proper physical structures and elements in the surroundings of hospitality marketing firms and entities. The chapter clearly illustrates how the attraction to hospitality service increases when impressive physical features are embedded. How powerful corporate image, corporate identity, and various other hospitality presentation tools enhance hospitality services has been lined up in the chapter.

Chapter 11: The chapter has been utilized to describe one of the most fundamental aspects of designing a marketing strategy. Market segmentation is a must activity that underlies the triumphant story of well-worked marketing strategies. The chapter sheds light on the critical aspects of market segmentation: the definition of market segmentation, segmentation strategy, steps of segmenting-targeting-positioning, bases for segmenting consumer markets, segmenting the hospitality market, and evaluating segments.

Chapter 12: Conducting marketing research is essential and a value-added activity in executing strategically fitted marketing strategies. Chapter 12 covers the essentials of marketing research and restricts the scope of marketing research and its applicability in the hospitality industry. In summary, the chapter highlights the objectives of marketing research, the area of marketing research, the marketing information system, steps in marketing research, methods and types of marketing research, the significance of marketing research in the

hospitality industry, and its limitations.

Chapter 13: Chapter 13 features understanding consumer behavior in the hotel industry. The concept of consumer behavior, factors influencing consumer behavior, Maslow's Hierarchy of needs and consumer behavior, consumer buying behavior process, and hospitality organizational behavior are essential elements and aspects that have been focused on in the chapter.

Chapter 14: The marketing environment, being the most influential force in executing marketing strategies, should be monitored frequently. The author didn't forget to present key aspects and components related to the marketing environment to which a marketer should pay attention. Hence, the chapter covers types of the marketing environment, the marketing environmental scanning process, the importance and impact of environmental scanning, and conducting a SWOT analysis to evaluate the ecological forces.

Chapter 15: The book's final chapter has been devoted to discussing numerous vital aspects related to tourism marketing. Approaches to tourism, forms of tourism, benefits of tourism, motivation to tourism, tourist destination mix, tourism marketing research, and information forecasting, tourism marketing mix and strategies, travel agents and tour operators, and nature of tourism in India have been focused on and explained in elementary language.

In conclusion, "Marketing of Hospitality and Tourism Services" by Prasanna Kumar is an informative and valuable resource for anyone seeking to understand the complexities of marketing within the hospitality and tourism sectors. Every chapter of the book has been enriched with appropriate mini-case studies and self-assessment questions, which augment the content and support readers to grasp the inclusion quickly. Its structured approach, real-world examples, and comprehensive subject coverage make it a worthwhile addition to marketing professionals' and students' bookshelves.

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CONFLICT OF INTEREST

The authors declare no conflicts of interest.

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