



Book Review: Marketing for Tourism, Hospitality & Events: A Global & Digital Approach (2023), 2<sup>nd</sup> ed., Hudson, S., and Hudson, L., SAGE Publications.

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In "Marketing for Tourism, Hospitality & Events: A Global & Digital Approach," Simon Hudson and Louise Hudson offer a comprehensive examination of marketing principles within the context of the rapidly evolving tourism, hospitality, and events industries. The book's second edition, published by SAGE in 2023, explores marketing strategies tailored to the unique challenges and opportunities facing businesses in these sectors. With its focus on traditional and digital marketing approaches, the book aims to equip students, professionals, and practitioners with the knowledge and skills needed to navigate the complexities of contemporary marketing landscapes.

The book thoroughly examines global and digital marketing aspects, recognising the substantial influence of globalisation and technological advancements. It explores how these factors have revolutionised tourism, hospitality, and events marketing strategies, from social media to online booking platforms. Through diverse case studies and real-world examples, readers gain comprehensive insights into leveraging digital channels effectively to engage target audiences across different regions. The reviewers used the academic approach used by De Silva et al. (2023), Iddagoda and Dewasiri (2021), Dewasiri and Iddagoda (2021), Peiris et al. (2020), De Silva and Rathnasiri (2023), and Dewasiri and Samarasinghe (2019) in reviewing this book.

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## **REVIEW**

Throughout the book, the authors emphasise the importance of market segmentation, targeting, positioning, and branding as fundamental elements of marketing strategy. The book illustrates how businesses can identify and capitalise on market opportunities through strategic differentiation and brand positioning by drawing on examples from various industry sectors, including hotels, restaurants, airlines, and destination management organisations. By emphasising the role of branding in shaping customer perceptions and loyalty, the authors underscore the strategic value of effective branding initiatives within the tourism, hospitality, and events industries.

Another strength of the book is its exploration of emerging trends and issues shaping the future of marketing within these sectors. Topics such as sustainable tourism marketing, destination branding, crisis management, and the impact of COVID-19 on marketing strategies are examined in depth, providing readers with valuable insights into contemporary challenges and opportunities. By engaging with these timely and relevant issues, the book equips readers with the knowledge and skills to navigate the evolving landscape of tourism, hospitality, and events marketing.

The book is further enriched by including case studies under each chapter, providing readers with practical insights into real-world marketing challenges and solutions. These case studies offer a valuable opportunity for readers to apply theoretical concepts to practical scenarios, deepening their understanding of how marketing principles are implemented in the tourism, hospitality, and events industries. The book highlights the universality of marketing principles while recognising businesses' unique challenges and opportunities in specific contexts by showcasing various case studies from different geographic regions and industry sectors. Overall, integrating case studies enhances the book's utility as a learning resource, bridging the gap

between theory and practice and empowering readers to make informed marketing decisions in their professional endeavours.

Reviewing the book's content, the reviewers noticed that the structure appears well-organized, covering various aspects of marketing relevant to tourism, hospitality, and events. Each chapter addresses specific topics comprehensively, with accompanying case studies that provide practical insights. However, it's essential to consider the limitations of the fixed chapter structure, which may only partially align with all teaching formats or lengths. Instructors may need to supplement additional materials to cover specific topics more extensively or fully adapt the content to suit their course requirements.

Expanding the book's scope to incorporate more global perspectives would enhance its applicability in diverse contexts and enrich the understanding of readers from different geographic regions. This limitation should be weighed against the book's strengths, such as its comprehensive coverage and practical insights, to determine its suitability for various educational settings and curricula. While there are some limitations, the book remains valuable for understanding marketing principles within the tourism, hospitality, and events industries.

The book commences with an insightful exploration of the contemporary tourism marketing landscape, shedding light on the dynamic nature of marketing practices within the tourism, hospitality, and events industries. It offers a comprehensive overview of the key drivers that shape today's marketing environment, emphasising the profound impact of globalisation, technological advancements, and evolving consumer behaviours. Moreover, the book focuses on the influential role of marketing in the tourism sector, underscoring how effective marketing practices are instrumental in driving the success and growth of tourism businesses. Additionally, it examines the key players in the global tourism industry and the various influences on the

tourism marketing environment, providing practical insights through engaging case studies that offer valuable lessons and best practices for marketing professionals and students alike. By exploring diverse case studies, readers gain a holistic understanding of the nuances of tourism marketing in action, reinforcing key concepts discussed throughout the book.

The second chapter explores today's consumer behaviour within tourism, hospitality, and events. It examines factors influencing consumer behaviour, typologies of tourists, the buying process, and organisational buyer behaviour. Additionally, it discusses global trends in consumer behaviour, providing insights into evolving preferences and behaviours. Readers gain a deeper understanding of the complex factors shaping consumer behaviour through engaging discussions and examples.

The third chapter shifts to digital marketing and its transformative impact on the tourism, hospitality, and events industries. It explores the profound influence of technology on marketing communications, particularly in light of the COVID-19 pandemic, and discusses the digital consumer decision journey. Additionally, the chapter examines the growing importance of social media and emerging technologies, such as the metaverse and blockchain, in shaping marketing strategies within these sectors. Despite its numerous opportunities, the chapter also addresses the challenges associated with digital marketing, providing readers with a comprehensive overview of this rapidly evolving landscape.

Chapter four outlines a practical tourism, hospitality, and events marketing plan. It outlines the essential steps in developing a comprehensive marketing plan, from conducting market research and setting objectives to implementing strategies and evaluating performance. Through insightful case studies, readers gain valuable insights into real-world marketing challenges and successes, including lessons from marketing guru Rob O'Toole, the

transformation of Andermatt, Switzerland, and the cultural significance of the Deer Hunt Festival in Winneba, Ghana. These case studies provide practical examples of how marketing principles can be applied in diverse contexts, enriching readers' understanding of the strategic planning process.

Chapter five discusses tourism and hospitality products, covering topics such as the role of events, branding, service management, and new product development. It emphasises the importance of creating memorable experiences and innovating to meet changing consumer demands, offering valuable insights for marketers in these industries. Case studies such as “Lessons from a Marketing Guru” provide valuable real-world examples for readers to understand and apply marketing principles in the tourism and hospitality sectors.

Chapter six of "Marketing for Tourism, Hospitality & Events: A Global & Digital Approach" explores pricing strategies within these industries. It covers factors influencing pricing decisions, economics' role, and strategies for new products. Case studies spotlight restaurateur Richard Caring's success with the Ivy Collection, low-cost carriers' impact on pricing, and Bhutan's tourism strategy. These real-world examples enhance our understanding of pricing dynamics in tourism and hospitality. Further, chapter 7 of "Marketing for Tourism, Hospitality & Events: A Global & Digital Approach" delves into distribution channels within the industry. It examines various channel types, intermediaries, and emerging trends like the sharing economy. Case studies feature marketing guru Sarah Plaskitt's insights, homeexchange.com's sharing economy model, and the National Brotherhood of Skiers' summit, providing practical illustrations of distribution strategies in action.

The next chapter explores advertising and sales promotions within the industry. It covers various promotion tools, communication processes, and integrated marketing communications (IMC) in tourism. The chapter also

discusses push and pull promotional strategies, international advertising, and sales promotions. Case studies featuring insights from marketing guru Eustasio Lopez of the Lopesan Group in Gran Canaria provide practical examples of effective advertising and sales promotion strategies.

The ninth chapter discusses public relations (PR) and personal selling. From PR fundamentals to measuring its impact, the chapter navigates through essential techniques and sales management insights. Readers gain practical insights into effective PR and personal selling strategies through captivating case studies featuring industry leaders like Marcos Van Aken and Qatar's tourism success story.

The tenth chapter defines customer service and elucidates the cultivation of a service-oriented culture. Through discussions on the service-profit chain, readers learn about strategies for enhancing guest experiences and fostering loyalty. Additionally, practical insights are provided for managing service commitments and addressing service failures effectively. Case studies featuring industry leaders like Dionisio Pestana of Pestana Hotel Group offer valuable real-world examples. At the same time, the digital spotlight on Carnival's OceanMedallion highlights innovative approaches to personalised guest experiences.

The next chapter begins with exploring marketing research and its applications in the tourism, hospitality, and events industries. The chapter outlines the stages of the research process, including research methodology and sampling techniques. Additionally, it sheds light on common research errors to avoid. Through case studies and practical examples, readers gain insights into the role of applied research in shaping marketing strategies within these dynamic sectors.

The final chapter explores the ethical considerations in marketing, including ethical consumerism and the responsible marketing of tourism. The chapter highlights the importance of ethics in sustainable tourism and examines the role of cause-related marketing in promoting social and environmental causes. Through case studies and practical examples, readers gain insights into ethical dilemmas faced by marketers in the tourism industry, such as portraying sensitive topics like war as tourist attractions.

In conclusion, "Marketing for Tourism, Hospitality & Events: A Global & Digital Approach" is an invaluable resource for students, professionals, and practitioners aiming to deepen their comprehension of marketing within the dynamic tourism, hospitality, and events industries. By meticulously balancing traditional and digital marketing methodologies, the book offers a comprehensive roadmap of fundamental marketing principles, strategies, and techniques finely tuned to address these interrelated sectors' distinctive demands and intricacies. Despite encountering structural and conceptual constraints, the book compensates for its wealth of real-world examples, pragmatic insights, and insightful discussions on emerging trends, enriching the discourse on tourism, hospitality, and events marketing. As the second edition, it establishes a sturdy groundwork for forthcoming iterations that can adeptly cater to the evolving requirements of both educators and learners in this rapidly evolving field.

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### **CONFLICT OF INTEREST**

The authors declare no conflicts of interest.

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