



Marketing for Hospitality & Tourism (5th Edition)

By Kotler, Philip R; Bowen, John T.; Makens Ph.D., James

Prentice Hall, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Table of Contents PART I: UNDERSTANDING THE HOSPITALITY AND TOURISM MARKETING PROCESS 1. Introduction: Marketing for Hospitality and Tourism 2. Service Characteristics of Hospitality and Tourism Marketing 3. The Role of Marketing in Strategic Planning PART II: DEVELOPING HOSPITALITY AND TOURISM MARKETING OPPORTUNITIES AND STRATEGIES 4. The Marketing Environment 5. Marketing Information Systems and Marketing Research 6. Consumer Markets and Consumer Buying Behavior 7. Organizational Buyer Behavior of Group Market 8. Market Segmentation, Targeting, and Positioning PART III: DEVELOPING THE HOSPITALITY AND TOURISM MARKETING MIX 9. Designing and Managing Products 10. Internet Marketing 11. Pricing Products: Pricing Considerations, Approaches, and Strategy 12. Distribution Channels 13. Promoting Products: Communication and Promotion Policy and Advertising 14. Promoting Products: Public Relations and Sales Promotion 15. Professional Sales PART IV: MANAGING HOSPITALITY AND TOURISM MARKETING 16. Electronic Marketing: Internet Marketing, Database Marketing, and Direct Marketing 17. Destination Marketing 18. Next Year's Marketing Plan CASE STUDIES GLOSSARY INDEX.



READ ONLINE
[6.13 MB]

Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.

-- **Andres Bashirian**

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.

-- **Lacy Goldner**