



Book Review on the Routledge Handbook of Hospitality Marketing, edited by Dogan Gursoy, 2018, Routledge.

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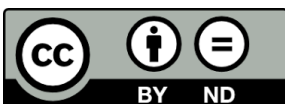
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The Routledge Handbook of Hospitality Marketing, edited by Dogan Gursoy, offers a comprehensive exploration of the dynamic and evolving field of hospitality marketing. The book implements a diverse methodology that joins traditional marketing methods alongside present-day trends consisting of digital change, hospitality sustainability, and business development. Students, industry practitioners, and researchers can use this handbook to seek enhanced knowledge about hospitality marketing because it integrates theoretical dimensions and practical application examples. This academic review followed the methods employed by De Silva et al. (2023), Iddagoda and Dewasiri (2021), Dewasiri and Iddagoda (2021), Peiris et al. (2020), De Silva and Rathnasiri (2023), Rathnasiri and Dewasiri (2024), and Dewasiri and Samarasinghe (2019) to review this book.

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OVERVIEW OF THE BOOK

This edited book presents its content through nine thematic parts focusing on essential aspects of hospitality marketing. The nine subdivided sections create an extensive discussion integrating academic topics with practical industry knowledge. Hospitality marketing history is the book's introduction, preparing readers for a comprehensive conversation about contemporary marketing strategies. After the introduction, the text divides into four operational parts, which explore market segmentation, consumer behavior, digital marketing, and sustainability, before moving to predictions about hospitality marketing's upcoming developments.

The subject receives enrichment through distinct views from industry experts and academics who contributed each chapter. The combination of qualitative and quantitative research methodologies achieves methodological equilibrium, making the publication suitable for academic work and industry practice. The book structures its contents through nine distinct parts, which discuss various aspects of hospitality marketing. These include:

1. **Hospitality Marketing Concepts** – Historical perspective, core concepts, and market segmentation strategies.
2. **Hospitality Marketing Methodologies** – Research methods, statistical applications, and survey design.
3. **Hospitality Marketing Approaches, Functions, and Strategies** – Distribution, financial marketing, sales, promotions, and advertising.
4. **Hospitality Consumer Behavior** – Decision-making, motivation, loyalty, and consumer psychology.
5. **Impact of Culture on Hospitality Marketing** – Cultural influences on service delivery and consumer behavior.
6. **Sustainability and the Environment** – Green marketing, corporate social responsibility, and sustainable consumer behavior.

7. **Innovation in Hospitality Marketing** – Service experience innovations, branding, and marketing communications.
8. **Internet and Technology** – Digital marketing, peer-to-peer platforms, and mobile applications.
9. **Future of Hospitality Marketing** – Trends, challenges, and evolving sales strategies.

KEY THEMES AND CONTRIBUTIONS

1. Hospitality Marketing Concepts and Methodologies

The initial section employs historical analysis for hospitality marketing through Chapter 1, followed by evaluations of fundamental marketing concepts and segmentation strategies in Chapters 2 and 3 respectively. The chapters track marketing development in the hospitality industry while focusing on essential concepts, including customer targeting, product placement, and creating successful brands.

The second portion of the book details research approaches through statistical analysis (Chapter 4), qualitative investigations (Chapter 5), and quantitative research methodologies (Chapter 6), with survey design methodology covered in Chapter 7. The book presents valuable information about data collection and analysis techniques for hospitality researchers, which makes it applicable to academic studies and practical research work.

2. Consumer Behavior in Hospitality Marketing

Comprehending customer behaviour is an essential foundation for hospitality marketers because this book devotes significant consideration to this topic. The explanation of decision systems with customer psychological elements and relationship development reveals how emotional and mental components affect hospitality industry consumer behaviors.

The following part investigates essential marketing functions using distribution channels (Chapter 10), financial marketing (Chapter 11), and promotion and advertising analysis (Chapters 14 and 15). Case studies in the text demonstrate how marketing principles are implemented throughout actual hospitality operations.

Chapters 16 and 17 analyse digital transformation's impacts on hotel industry revenue management through discussions of public relations and online distribution channels. The book also shows how employee commitment through internal marketing approaches (Chapter 18) strengthens brand worth.

3. Hospitality Consumer Behavior

The text spends an extensive amount of pages on consumer behavior. Chapters 22-27 detail decision protocols, including information search methodologies, motivational patterns, and branded loyalty dynamics. The following section describes valuable perspectives about how hospitality service consumers act together with their purchase choices.

The book demonstrates modern practical value by exploring customer delight programs and the effects of Generation Y consumers on digital marketing. The authors show hospitality companies how to develop lasting customer connections using loyalty programs, customise services, and emotional branding.

4. Impact of Culture on Hospitality Marketing

This book section focuses on cultural aspects of hospitality marketing, showing how various customer cultural backgrounds affect their service and expectation perceptions. It serves international hospitality organisations that need marketing adaptation for diverse market environments.

5. Sustainability and Ethical Marketing in Hospitality

The book dedicates sections 30-33 to sustainability, which discusses corporate sustainability practices, environmental marketing approaches, and customer perceptions of green hospitality. The brand reputation and customer loyalty of LUX* Resorts & Hotels and European hotel chains improve through sustainability practices as evidenced in their case studies.

6. Innovation in Hospitality Marketing

The book further examines innovation related to service development, marketing communications, and customer experience delivery in Chapters 34-37. It includes an analysis of upcoming market patterns, including immersive marketing alongside sensory branding and integrated marketing communications (IMC).

The following part demonstrates how hospitality organisations should utilise innovative service delivery and brand storytelling to establish their unique positioning. Marketers will find helpful information about successful digital campaigns alongside creative branding strategies in this text.

7. Digital Transformation and Technology in Hospitality Marketing

The text explores the influence of technology in hospitality marketing through four specific areas (Chapters 38-45). These areas include e-commerce, social media, mobile apps and user-generated content.

Topics such as online peer reviews, personalised hotel recommendations, and smartphone-driven marketing highlight how digital innovations reshape consumer interactions. Case studies from platforms like TripAdvisor, Yelp, Agoda, and Booking.com demonstrate the growing importance of digital reputation management.

8. Future Trends and Challenges in Hospitality Marketing

The final section (Chapters 46-49) looks at the future of hospitality marketing, exploring trends such as changing consumer needs, evolving sales techniques, and the increasing integration of artificial intelligence in customer interactions.

Hospitality marketing underwent long-term COVID-19 effects, which the book describes through analyses of business transformations for new consumer behaviors, crisis management, and digital engagement methods. The final chapter delivers strategic approaches hospitality companies can use to succeed in their dynamic competitive environment.

CRITICAL EVALUATION

The book suffers from a typical editorial volume flaw, presenting chapters lacking a consistent thread and linking content. Due to multiple authors, the book presents individual writing styles and professional viewpoints throughout its chapters. The book's diverse composition of chapters brings enriched content to readers, but it results in separate reading experiences because some sections fail to create smooth topic transitions. Some sections within the book stand independent from the main storyline, making them seem disconnected from the overall narrative structure. Adding summary sections to connect main ideas between chapters would enhance both the narrative structure and the reading ease of the publication.

While *The Routledge Handbook of Hospitality Marketing* offers an extensive and insightful exploration of hospitality marketing, a few areas could be further improved.

1. **Fixed Structure:** The fixed edited chapter outline does not match all educational requirements across various training and learning programs. Academic staff often must include additional resources for customised

student learning since the provided course structure might not meet individual student needs.

2. **Predominantly Western Perspective:** The book includes selected global case studies, yet most of its examples focus on Western and North American markets. Extending its market discussions to include analysis from Asian, African, and Latin American emerging markets would enhance the book's adoption.
3. **Lack of Focus on Small and Medium Enterprises (SMEs):** While the book covers large hospitality brands extensively, additional detailed information about small and medium business hospitality enterprises and independent operators would enhance the complete insights for smaller companies competing in the market.
4. **More Discussion on Post-Pandemic Marketing Strategies** – While the impact of COVID-19 is acknowledged, a more detailed exploration of long-term marketing adaptations would strengthen the book's future-oriented insights.

Even though certain sections do not thoroughly cover all their subjects, the handbook is an indispensable authoritative resource. It provides vital information through academic research, industrial observations, and practical case examples, making it an essential resource for those who wish to implement effective hospitality marketing strategies.

CONCLUSIONS

The Routledge Handbook of Hospitality Marketing is an authoritative and insightful resource that comprehensively explores hospitality marketing concepts, strategies, and future trends. The book's blend of academic depth, industry relevance, and practical case studies makes it an indispensable guide

for students, researchers, and practitioners.

Through its extensive coverage, the book provides readers with essential skills to help them succeed in hospitality marketing by examining historical context and modern approaches alongside future obstacles. The book has minor limitations but is necessary for those who want to develop deep knowledge of this field. The handbook needs more extensive geographical representation along with more detailed examples from small and medium enterprises to become its optimal version. However, it remains an essential resource for hospitality marketing scholars and professionals.

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CONFLICT OF INTEREST

The authors declare no conflicts of interest.

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