



**Book Review: Marketing for Hospitality and Tourism (7th Edition)
(Pearson Education, 2017; Global Edition)**

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In an increasingly competitive, experience-driven global tourism landscape, effective marketing has become a cornerstone of success in the hospitality and tourism industry. The book *Marketing for Hospitality and Tourism (7th Edition)* by Kotler et al. provides a comprehensive, structured exploration of marketing principles tailored to the unique characteristics of hospitality and tourism services. The text integrates theoretical foundations with practical applications, making it a widely recognised resource for both academic and professional audiences.

This global edition reflects the dynamic nature of the hospitality sector, emphasising evolving trends such as digital marketing, customer relationship management, sustainability, and globalisation. As highlighted in the introductory sections, the authors aim to balance theory, practice, and pedagogy to ensure accessibility and relevance for learners and practitioners alike. The author used the academic approach applied by Peiris et al. (2020), Iddagoda and Dewasiri (2020), Rathnasiri and Dewasiri (2024), Rathnasiri and De Silva (2026), and Ranasinghe et al. (2025) in reviewing this book.

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Book Structure and Content Overview

The book is systematically organised into four major parts that cover the full spectrum of hospitality and tourism marketing.

Part I: Understanding the Hospitality and Tourism Marketing Process

This section introduces fundamental marketing concepts, including customer value, satisfaction, and relationship management. It explains how marketing differs in hospitality due to the intangible and service-oriented nature of offerings, emphasising characteristics such as inseparability, variability, and perishability.

The chapters also highlight the importance of aligning marketing strategies with organisational goals and stakeholder expectations, providing a strong theoretical foundation for subsequent sections.

Part II: Developing Marketing Opportunities and Strategies

This section focuses on environmental analysis, consumer behaviour, and market segmentation. It provides valuable insights into how hospitality organisations can identify and target profitable market segments while adapting to changing economic, technological, and cultural environments.

The discussion of consumer behaviour and decision-making processes is particularly relevant, offering practical insights into tourist motivations and preferences across diverse contexts.

Part III: Developing the Marketing Mix

Part III addresses the core elements of the marketing mix - product, price, place, and promotion, within a hospitality context. Key topics include:

- Product and brand development
- Pricing strategies (including revenue management)
- Distribution channels (e.g., online travel agencies and global distribution systems)
- Integrated marketing communications and digital marketing

The inclusion of real-world examples, marketing highlights, and case studies enhances the applicability of theoretical concepts. For instance, the discussion of revenue management illustrates how pricing strategies are used to optimise capacity utilisation and profitability in the hospitality sector.

Part IV: Managing Hospitality and Tourism Marketing

The final section explores advanced topics, including destination marketing, strategic planning, and future marketing trends. It emphasises the role of technology, social media, and sustainability in shaping modern marketing practices.

The chapter on destination marketing is particularly significant, as it highlights the importance of branding, segmentation, and experience creation in attracting and retaining tourists.

Key Strengths of the Book

One of the major strengths of this book is its integration of theory and practice. The authors successfully bridge the gap between academic concepts and industry applications through:

- Extensive use of real-world case studies
- Practical examples from global hospitality contexts
- Interactive learning tools such as discussion questions and experiential exercises

Another notable strength is its pedagogical design. The inclusion of chapter objectives, summaries, key terms, and visual aids enhances readability and learning effectiveness, making it highly suitable for undergraduate and postgraduate education.

Furthermore, the book adopts an international perspective, incorporating examples from various regions, which is essential in understanding the global nature of tourism and hospitality markets.

Evaluation

Despite its comprehensive coverage, certain limitations are evident. First, while the book extensively covers traditional marketing concepts, some areas, such as advanced analytics, AI-driven marketing, and digital transformation, could be further expanded to reflect the rapidly evolving technological landscape.

Second, although the book includes global examples, it places relatively little emphasis on South Asian and emerging-market contexts, which could enhance its relevance for regional scholars and practitioners.

Additionally, some chapters adopt a predominantly descriptive approach, and further theoretical integration and critical analysis could strengthen academic rigour in certain sections.

Conclusion

Overall, *Marketing for Hospitality and Tourism (7th Edition)* is a highly valuable and authoritative resource that provides a comprehensive understanding of marketing in the hospitality and tourism sector. Its structured approach, combined with practical insights and global relevance, makes it an essential text for students, academics, and industry professionals.

The book is particularly useful for those seeking to understand how marketing principles apply to service-based industries, where customer experience, relationship management, and innovation play central roles. While there is scope to incorporate more contemporary digital developments and regional perspectives, the book remains a foundational and influential contribution to the literature on hospitality and tourism marketing.

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