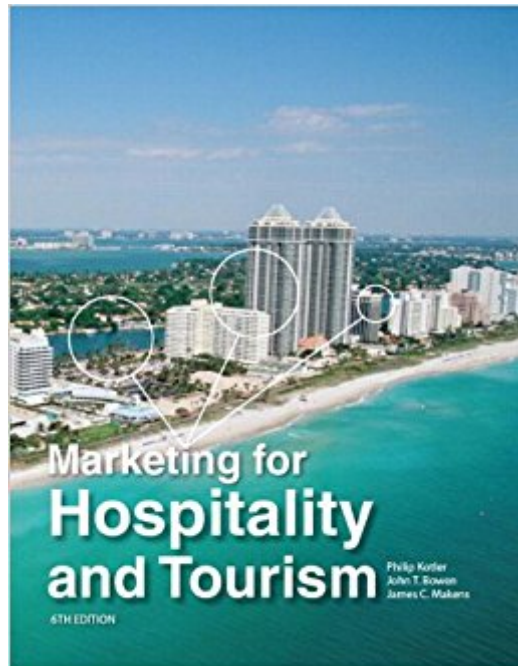




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Marketing For Hospitality And Tourism (6th Edition)



Synopsis

Marketing for Hospitality and Tourism, 6e is the definitive source for hospitality marketing courses. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the most frequent adoption for the course. Developed with extensive student and professor reviews, this edition includes new coverage of social media, discussion of current industry trends, and hands-on application assignments.

Book Information

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Average Customer Review: 4.1 out of 5 stars 64 customer reviews

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Customer Reviews

Bowen is the Dean of the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston where he also holds the Barron Hilton Distinguished Chair.

This is not the same as the American version of this book, like they claimed in the description. This is the Indian version and it is lacking, to say the least. Inside the front cover it is referred to as the "authorized adaptation." I don't know if this was translated to some language and then translated back to English, but there are more than a few grammatical errors. I've had to 'interpret' more than a few sentences. It also has the worst index I have ever encountered. There are major concepts in the book that do not appear in the index! But, there's an inch and a half long section for sales. Not different types of sales related topics, just "sales." I'm sorry, but that's not helpful. And they switched chapters 3 and 4 for some reason, so I read the wrong chapter for one of my assignments. I kept

wondering when the the concept that I was supposed to write about would be introduced, only to find out after I finished the chapter that I was reading the wrong one. I ended up ahead in the reading, but having to cram another chapter in that week sucked. There's a reason this book was cheap, because it's a cheap knock off of the real book. Don't do it!!

I gave this a five-star rating because it's one of the best marketing books I've ever read - and I'm a marketing student in my senior year and have read many, many marketing text books. The authors take all the facets of marketing (product development, pricing, advertising, etc.) and integrate them as one concept: true marketing. Most books say that all the facets are one, then treat them as separate; I felt this book did a much better job of treating them as a whole. The text was generally engaging, although it's still a text book. However, if this wasn't just about the hospitality and tourism industries, I'd recommend it for most marketing classes. My only complaint is that it's supposedly about the tourism and hospitality industries. However, it's really about the hotel industry, with frequent references to the restaurant industry. Airlines are mentioned occasionally, and cruises and travel agencies definitely take a back seat role. That disappointed me, because I was interested in travel agencies, but the book would still be useful to those in the lesser-mentioned industries.

The biggest drawback I have found with this international version is that there are some numbered blank pages that the US version doesn't have, so during class when they reference a specific page it isn't they same. Other than that the text is all the same, so it's a great savings. I saved about \$140 by getting this one.

Its a great book,...and i learn a lot reading it However the rental is quite pricey and its only one month, i can't really finish half of book in a month

The book was pretty new, great context. Heavy though.

Good book very detailed

Good book

Words are left out and concepts are switched. Was there no editor? Did the authors not review their work? It seems to be organized well and overall, easy to read, but how can it have integrity if it has

material mistakes? (i.e. CH2 pg51 "When capacity exceeds demand, and guests are willing to wait, queues form." If capacity is greater than demand, there is no need for queues. It should state "When demand exceeds capacity..." This is just one example)

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