



# Hospitality Marketing

By David Bowie, Francis Buttle

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This introductory textbook shows you how to apply the principles of marketing within the hospitality industry.

Written specifically for students taking marketing modules within a hospitality course it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. It emphasises topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality, using a variety of tools including a wide range of internet learning activities.

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## **Hospitality Marketing By David Bowie, Francis Buttle Bibliography**

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## **Editorial Review**

### Review

*"Francis Buttle's first book Hotel & Foodservice Marketing set the standard for hospitality marketing textbooks back in the 1980s. Buttle and his co-author David Bowie have set a new benchmark. This book not only covers the range of essential theory but is supported with industry relevant examples. It is well written, and will prove to be an essential text for students"--J. S. Perry Hobson, PhD, Editor-in-Chief, Journal of Vacation Marketing and Head, School of Tourism & Hospitality Management, Southern Cross University, Australia*

*"Concise but comprehensive, providing all the basics of marketing; and laying a solid foundation for further in-depth study... It is an excellent resource for students as well as practitioners."--Vincent C.S. Heung, Ph.D, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University*

*"A refreshingly innovative text that explores current practice and the latest thinking in hospitality marketing; an essential resource for students, academics and practitioners."--Professor Nigel Hemmington, Head of School of Services Management, Bournemouth University, UK*

*"This is a welcome addition to the literature given its depth of understanding of hospitality as a business and the use of marketing as an application. Unlike many other books the structure provides clarity by means of placing Marketing as the intervention of pre, during and post consumption encounters. Overall, this book will be judged a necessary addition to any hospitality and tourism practitioner or student."--Dr. David Gilbert, Professor of Marketing, School of Management, University of Surrey, UK*

### About the Author

David Bowie, MBA and Chartered Marketer, is Principal Lecturer and MSc Programmes Director in Hospitality, Leisure and Tourism Management, Oxford Brookes University, UK. David has over 25 years hospitality industry experience working as a hotel manager, restaurateur and marketing consultant. David is responsible for the administration, recruitment and student welfare on the MSc in International Hotel & Tourism Management; MSc in International Hotel & Tourism Marketing Management, MSc in International Travel & Tourism Management and programmes. These MSc programmes are recognised as some of the best in the world and attract interest from students all around the world. This is an exciting challenge involving constant communication with students from over 25 different countries at anyone time. David teaches hospitality and tourism marketing on both the MSc and undergraduate programmes. He is the module leader for two masters' modules - Marketing Across Cultures and Internet Strategies for Tourism Distribution. David supervises PhD students - theses include relationship marketing in hotels; customer satisfaction in travel (Taiwan); yield management and key account client relationships (UK); the tourism demonstration effect in Pattaya, Thailand; authenticity in place branding (South Africa). David has always worked in the industry. He managed a Best Western Hotel for 12 years, was a director of a privately owned hotel group and then worked in hotel marketing consultancy for 8 years. He has researched and written over 100 marketing business plans in the hospitality and leisure sector and was an active member of the Hospitality Marketing Association. David graduated with an MBA (distinction) from Manchester Business School shortly before moving to Oxford Brookes in November 1995. His main research interests include

branding, Internet distribution, relationship marketing and marketing planning. His book, *Hospitality Marketing* (co-authored with Professor Francis Buttle) has been sold throughout the world. He has used his extensive knowledge of the industry to develop several hospitality marketing case studies. David has recently carried out marketing and Internet consultancy projects for companies like Walt Disney World.

Francis Buttle, PhD, is founder and principal consultant of Francis Buttle & Associates, a Sydney, Australia-based business that helps organizations become more skilled and successful at customer acquisition, retention and development. Francis has spent most of the last 30 years in various academic roles around the world. He has been a Professor of Customer Relationship Management, Professor of Marketing, Professor of Relationship Marketing, and Professor of Management at a number of leading graduate schools of management, including Manchester Business School (UK), Cranfield School of Management (UK) and Macquarie Graduate School of Management (Australia). He was appointed as the world's first Professor of CRM in 1995, and remains an Adjunct Professor at MGSM. Francis has authored, co-authored or edited 7 books, and over 100 peer-reviewed academic journal articles or conference papers. In addition, he is a frequent contributor to practitioner magazines, presenter at business conferences, and a serial blogger. Francis has developed, run or contributed to many management development programs, and has advised or consulted to numerous for-profit and not-for-profit organizations in the UK, Australia, USA, Hong Kong, Singapore and New Zealand. Although he quit full-time academic life in 2006, he still supervises doctoral candidates, and conducts customer-related research. Francis lives on Sydney's North Shore, is a qualified but reluctantly retired rugby union referee, enjoys cycling and kayaking, and rides a Suzuki. Francis has degrees in management science, marketing and communication. His PhD was earned at the University of Massachusetts. He is an elected Fellow of the Chartered Institute of Marketing. He can be contacted at [francis@buttleassociates.com](mailto:francis@buttleassociates.com). Find out more at [www.buttleassociates.com](http://www.buttleassociates.com)

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