Low Price Edition



Marketing for Hospitality and Tourism

Sixth Edition

Kotler · Bowen · Makens

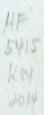
Pearson New International Edition

Marketing for Hospitality and Tourism Kotler Bowen Makens Sixth Edition



MICHER ID - 75538 CHAIN

Singapore London New York Toronto Sydney Tokyo Madrid Mexico City Munich Paris Cape Town Hong Kong Montreal Pearson Education South Asia Pte Ltd 9 North Buona Vista Drive #13-01 The Metropolis Tower One Singapore 138588



Original edition, entitled MARKETING FOR HOSPITALITY AND TOURISM, 6th edition, 9781292020037 by KOTLER, BOWEN, and MAKENS, published by Pearson Education Limited, Copyright © 2014 by Pearson Education Limited.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage retrieval system, without permission from Pearson Education, Inc.

PHILIPPINE edition published by PEARSON EDUCATION SOUTH ASIA PTE. LTD. (PHILIPPINE REPRESENTATIVE OFFICE), Copyright ©2015.

This edition is manufactured in the PHILIPPINES, and is authorized for sales only in the PHILIPPINES.

ISBN 978-981-4604-17-8

98654321

16 15 14



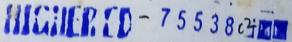


Table of Contents

Ca't Publishing

067 19 2017: Cited of at

I. Introduction: Marketing for Hospitality and Tourism Philip R. Kotler	1
2. Service Characteristics of Hospitality and Tourism Marketing Philip R. Kotler	35
3. The Marketing Environment Philip R. Kotler	61
4. The Role of Marketing in Strategic Planning Philip R. Kotler	93
5. Marketing Information Systems and Marketing Research Philip R. Kotler	123
6. Consumer Markets and Consumer Buying Behavior Philip R. Kotler	163
7. Organizational Buyer Behavior of Group Market Philip R. Kotler	193
8. Market Segmentation, Targeting, and Positioning Philip R. Kotler	217
9. Designing and Managing Products Philip R. Kotler	247
10. Internal Marketing Philip R. Kotler	285
11. Pricing Products: Pricing Considerations, Approaches, and Strategy Philip R. Kotler	311
12. Distribution Channels Philip R. Kotler	349
13. Promoting Products: Communication and Promotion Policy and Advertising Philip R. Kotler	379

١

14. Promoting Products: Public Relations and Sales Promotion Philip R. Kotler	423
15. Professional Sales Philip R. Kotler	453
16. Direct and Online Marketing: Building Customer Relationships Philip R. Kotler	495
17. Destination Marketing Philip R. Kotler	529
18. Next Year's Marketing Plan Philip R. Kotler	567
Appendix: The Five-Gap Model of Service Quality Philip R. Kotler	601
Appendix: Forecasting Market Demand Philip R. Kotler	605
Index	613

Low Price Edition

These are paperback reprints of established titles widely used by universities and colleges throughout the world.

Pearson Education Inc. publishes these lower-priced editions for the benefit of students.

This edition is for sale only in the Philippines.

