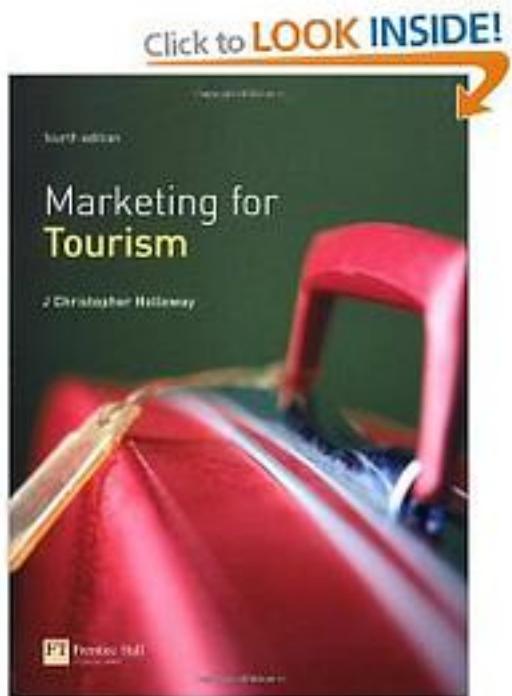


Marketing for Tourism (4th edition)



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著者:Holloway, J. Christopher

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Marketing for Tourism provides an introduction to the theory of marketing and its application in the various sectors of the travel and tourism industry. This leading text has been fully revised and updated to take account of recent changes within this dynamic environment.

The fourth edition provides a wide international dimension, notably in the 13 longer case studies at the end of the text. A brand new section shows full colour illustrations of recent advertising and promotional strategies. There is broad-ranging coverage of key issues such as branding, CRM, sustainability and the changing patterns of

distribution in this fast-moving industry.

A strong pedagogical structure throughout the book includes learning objectives, mini cases, and end-of-chapter questions and issues for discussion. Clearly laid out and accessibly written, the book is ideal for students taking modules on marketing for tourism within undergraduate and masters-level degrees in Tourism, Hospitality, Marketing and Business Studies.

Key features

Range of brand new and international cases

Coverage of relationship marketing, branding and sustainability

Impacts of new technologies, internet and e-marketing

Thorough update, particularly of tour operating and retail environments

New chapter on The Sales Function

Website provides a selection of presentation slides at www.booksites.net/holloway

作者介绍:

Chris Holloway was formerly Professor of Tourism Management, University of the West of England.

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