



Marketing in Travel and Tourism, Third Edition (Assessment of Nvqs and Svqs Series)

Victor T.C. Middleton, Alan Fyall, Jackie R. Clarke

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Now in its third edition, the best-selling text, Marketing in Travel and Tourism, explains the principles and practice of marketing as they are increasingly being applied in the global travel and tourism industry.

Building on the success of previous editions, the authors have completely revised the text to reflect the changes in the travel and tourism industry in the 21st century.

International examples and case studies drawn from recent practice in several countries are used throughout the text. Case studies emphasising the role of ICT include: Microburners, Travel Inn (budget hotels), RCI Europe, the Balearic Islands, and ICT and the role of the Internet in international NTO strategies.

With its comprehensive content and user friendly style, Marketing in Travel and Tourism third edition takes the reader from an initial definition of the subject matter through to the application of marketing in the travel and tourism industry, discussing crucial components such as planning strategy and the marketing mix, making it an indispensable text for both students and practitioners alike.

Explains the concepts and principles of marketing

Extensive use of case histories and examples

A classic work of reference

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