



Tourism and Hospitality Marketing: A Global Perspective

Simon Hudson

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This textbook gives in depth and comprehensive coverage of key marketing principles applied to tourism and hospitality. Over 70 global case studies and vignettes colorfully illustrate how these concepts work in practice and demonstrate the diverse range of tourism and hospitality products on offer. Readers are also introduced to contemporary marketing issues such as internet marketing and branded entertainment.

Tourism and Hospitality Marketing is accompanied by a website that offers lecturers answers to the discussion questions and exercises in the book, case study questions, a test bank, power point slides, and a list of additional teaching resources.

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