



5th Edition

Hospitality and Travel Marketing

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Description

Fully revised and updated for its fifth edition, *Hospitality and Travel Marketing* provides students with an international and systematic approach to hospitality and travel marketing structured around planning, research, implementation, control, and evaluation.

Written in a user-friendly style and structured in a logical and organized manner to aid learning, students benefit from the ease of communication, practical nature, and excellent use of relevant and up-to-date cases. The author's global experience in the industry is emphasized through content on hospitality and travel marketing and other parts of tourism, along with a plethora of timely and relevant 'real-life' case examples from around the world.

This new fifth edition is positioned as a post-COVID-19 text, reflecting the new realities of marketing after the pandemic, and has been updated to reflect these current trends in the field, including e-marketing, mobile marketing, societal marketing, and destination branding. It specifically has been updated by:

- Including three new technology chapters on e-marketing, marketing on social media platforms, electronic customer relationship management (eCRM), and customer co-creation in marketing
- A new chapter on social responsibility, societal and social marketing
- New content on the new realities of the post-COVID era and the increasing competitiveness in hospitality and travel, greater emphasis on branding, disruptive technologies, consumer control, marketing and generations, uses of user-generated content, and globalization
- New global case studies throughout with reflective questions to use in class or for self-study
- New marketing and e-marketing mini cases throughout the book
- New and updated additional resources to aid understanding and teaching, including PowerPoint slides

This international, accessible, and comprehensive whole-industry textbook, written by a world-renowned author and industry expert, is an invaluable study companion for students of hospitality and travel marketing.