



Tourism and Hospitality Marketing: A Global Perspective

Simon Hudson

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With over 70 global case studies and vignettes, this textbook covers all the key marketing principles applied to tourism and hospitality, showing how these concepts work in practice and demonstrating the diverse range of tourism and hospitality products on offer.

Chapters are packed with pedagogical features that will help readers consolidate their learning, including:

- Chapter objectives

- Key terms

- Discussion questions and exercises

- Links to useful websites

- Profiles of successful individuals and organizations

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, PowerPoint slides and a list of additional teaching resources.

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